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Printer and Publisher

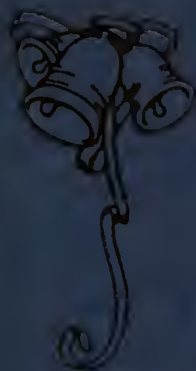
CIRCULATION AUDITED
BY THE A. B. C.

January, 1917

The MacLean Publishing Company, Limited

Toronto : Montreal : Winnipeg

Greetings to the Trade



1917

TO users of printers' ink the country over, and particularly to our many business friends and patrons in the Trade, we extend our heartiest, sincerest wishes for an overflowing measure of Health, Wealth and Prosperity during 1917.

THE

**Dominion Printing Ink
and Color Co., Limited**

128-130 Pears Ave.,

Toronto

This Printer was PREPARED



SCENE: A Printing Office.

TIME: A year from now, five years, or ten years—in fact, any old time.

ENTER: General Manager and Composing Room Foreman.

Manager: Charlie, we've landed that Jones & Smith account. We start on their house organ and general catalogue next month.

Foreman: All right, but you know it'll mean buying another type-setting machine. We have so many face changes now, the way composition has been increasing lately, that we can hardly get along as it is.

Manager: Well, how about that Intertype standardization scheme? Can't we change the A and B into three magazine machines?

Foreman: By George, I never thought of that. Sure we can! We can change them both, right here in the shop. And that'll give the operators three more magazines—six more faces always ready. (Business of thinking how he can take some of the credit for himself). Now aren't you glad I insisted on you buying standardized Intertypes!

INTERTYPE — CORPORATION —

TERMINAL BUILDING

BROOKLYN, N.Y.

CANADIAN AGENTS:

MILLER & RICHARD

7 Jordan Street, TORONTO

123 Princess Street, WINNIPEG

IN TIMES OF WAR

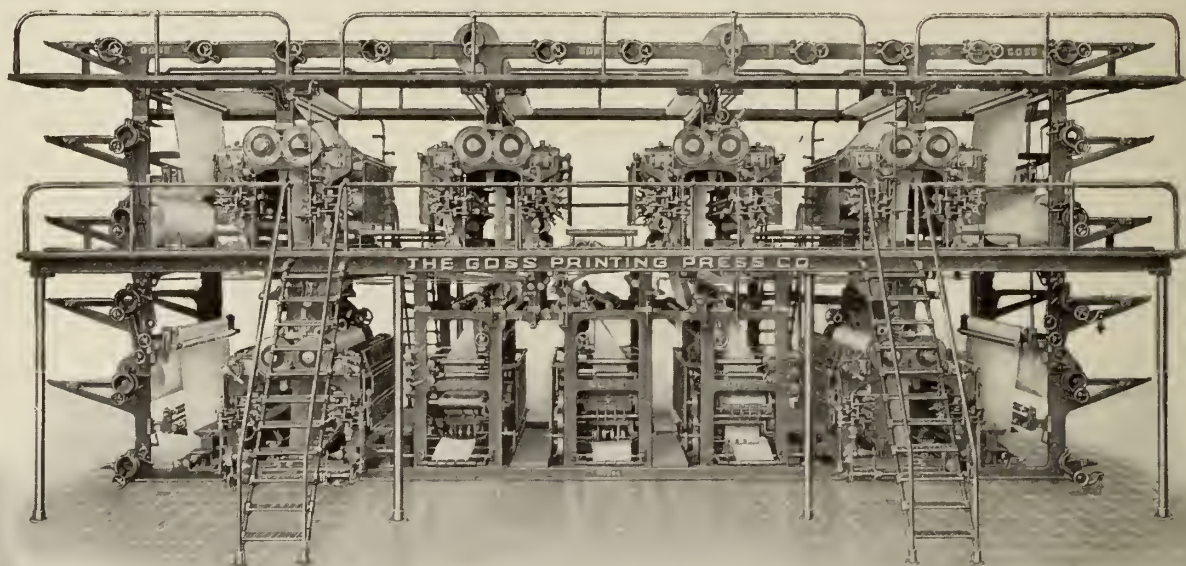
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High Speed Straightline Newspaper Presses

are the standard for

RELIABILITY—SPEED—EFFICIENCY



GOSS SPECIAL HIGH SPEED DOUBLE SEXTUPLE PRESS

WITH SIX FOLDERS

CAPACITY 216,000, FOUR, SIX OR EIGHT PAGE PAPERS PER HOUR

BUILT EXPRESSLY FOR

LE MATIN, PARIS, FRANCE

MANUFACTURED BY

THE GOSS PRINTING PRESS CO.

CHICAGO, Main Office and Factory, 16th St. and Ashland Ave.

NEW YORK, 220 West 42nd Street

THE GOSS PRINTING PRESS CO. OF ENGLAND, LIMITED, HAYES, MIDDLESEX

Perfect Electro- types by the Lead Mould

THIS process gives
Electrotypes
absolutely equal
to the original half-tone for printing clearness.



The process uses lead instead of wax and the pressure in making is much greater. The result is an Electrotypes harder and finer than that possible by the common wax process.

Printers:

Send in your customers' fine half-tones for lead-mould electrotypes, and so save yourself and them time, express and duty. We guarantee to produce plates equal to those obtained anywhere.

Send for Sample of Work.

Montreal Electrotype Co., Reg'd
MONTREAL

Samuel Jones & Co.

**PATENT NON-CURLING
GUMMED PAPER**

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables:
Noncurling

LONDON, ENG.

Code:
A.B.C. 5th

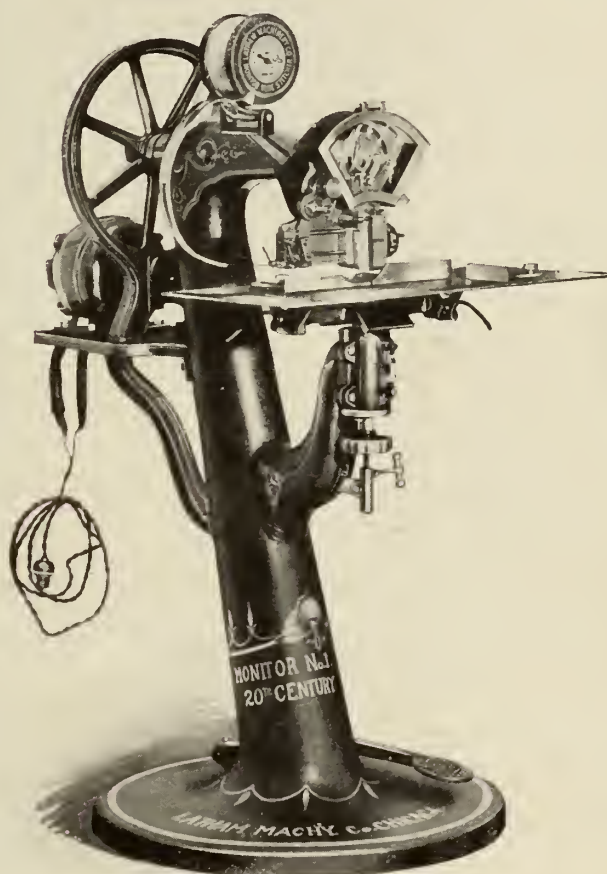
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Cutting Machines**

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y.

Write

All Ye Who Seek Profits!



Know the Monitor before you pur- chase a Wire Stitcher

LATHAM MACHINERY CO.

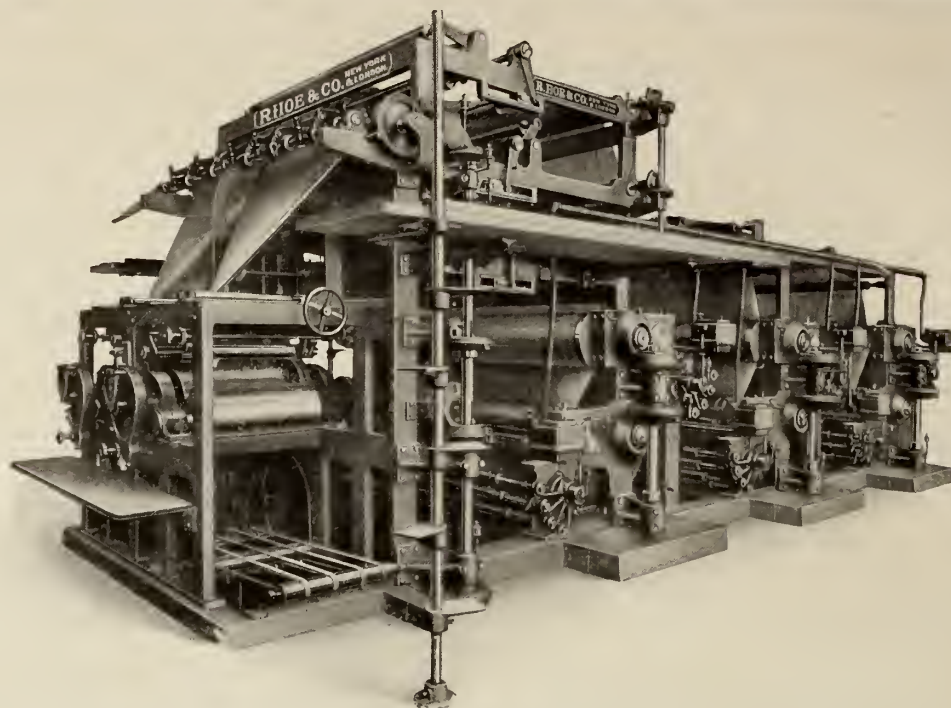
NEW YORK

CHICAGO

BOSTON

Canadian Selling Agents:

H. J. LOGAN, 114 Adelaide Street West, Toronto
GEO. M. STEWART - 92 McGill St., Montreal



One of the two "New Model" Hoe Presses just installed in the New York Times
Four similar machines have been ordered for the Philadelphia Public
Ledger and five for the New York Sun

Economy Through Efficiency

With the increased cost of print paper has come a greater realization of the savings which can be effected through pressroom efficiency.

That press which will produce the greatest net output in the shortest time from the smallest quantity of white paper and with the minimum breakages of webs is undoubtedly the most efficient and, therefore, the most economical.

To accomplish this result a press must be well designed, well constructed and smooth running.

Hoe Presses are scientifically yet practically designed by Master Engineers, backed by a century of actual experience. They are carefully and unsparingly constructed by the most skilled mechanics, from the best materials obtainable, and their simplicity ensures ease and smoothness of operation.

Hoe Presses are Efficient and therefore Economical

R. HOE & CO.

504-520 GRAND STREET

NEW YORK, N.Y.

544-546 South Clark Street, Chicago, Ill.
7 Water Street, Boston, Mass.

120 St. James Street, Montreal, Can.
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UTILITY- ACCORD

HAVE you ever shown a customer a dummy made of paper where the cover and text page perfectly match for color? Just a difference in weight—that's all.

The fact that there are a number of substitutes on the market for UTILITY-ACCORD to-day proves that the unique Utility idea finds favor where shown.

Some people like contrast; others harmony. You can get either effect by wisely using one or more of the seven attractive Utility shades.

UTILITY-ACCORD is made in three weights: 25x38-60 for text pages and 20 x 25-60 and 20 x 25-120 for covers.

Samples of either in all colors will be sent to you on request.

Niagara Paper Mills
LOCKPORT, N.Y.



Reliance plate work is always dependable

Bright, snappy, satisfactory results can be looked for when you use Reliance plates.

Are you losing money on cheap plate work which is the most expensive when you consider the extra time on the press, in make ready, in unsatisfactory results and dissatisfied customers?

Let us show you what we can do. Let us show you that RELIANCE plates put the profits where you want them.

Get in touch with us.



THE DOOR OPENED TO PRINTERS

No More Monopoly

Share in the Profits

COUNTER SALES BOOKS AND SUPPLIES

Duplicating Check Books

Carbon Leaf and

Carbon Back

All Sizes and Kinds



Quality the Best

Prices the Lowest

Mutual Service

and Selling Plan

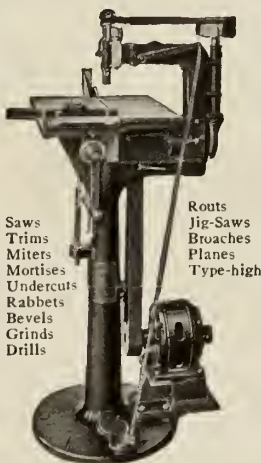
THE OPPORTUNITY OPEN AND THE WAY MADE CLEAR

*JUST WRITE US TO TELL YOU HOW TO
SECURE THE BUSINESS IN YOUR TERRITORY*

PRINTERS' SPECIALTIES, Limited, 46-52 SPADINA AVENUE
TORONTO, ONT.

MENTION PRINTER AND PUBLISHER

Paid for itself 12
times in 4 years



Saws
Trims
Mitters
Mortises
Undercuts
Rabbets
Bevels
Grinds
Drills

Routs
Jig-Saws
Broaches
Planes
Type-high

That's the written word of
E. T. Lowe, Sr., President
of the E. T. Lowe Pub.
Co., Nashville, Tenn., in
commending the Miller
Saw-Trimmer.

First cost does not deter-
mine the value of a Miller
Saw-Trimmer. It's the
extra profits that it pro-
duces that makes its own-
ers boost and boast its
intrinsic merit.

*You will buy
The Miller*

when you really want these extra profits. Not a
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We have a large Stock on hand and can fill orders promptly. We are also receiving shipments regularly.

Use only English Cloth on all publications. This quality is the best. Prices are the lowest.

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Importers of British-Made Leathers, Threads, Etc.

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sell to Advertisers

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A Guide to 2000 Buyers
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The names and addresses of more than 2,000 national advertisers using Canadian mediums, article advertised, class of media used, name of man who directs the advertising, and the Agency (if any) placing the business.

Also a complete list of 225 Agencies in Canada, United States and England, with a list of the accounts they place in Canadian publications. And a complete index to over 500 trade-marks and "blind" advertisements which enables you to locate the source of all general advertising.

Valuable and remarkably accurate information for all who sell to advertisers—otherwise not obtainable except at several hundred dollars expense.

240 pages, pocket size, leather bound, gold stamped. Sent postpaid only on receipt of price, \$5.00, by the publisher.

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Wishing all my friends
A Happy and Prosperous
New Year

H. J. LOGAN

**BOOKBINDERS' & PRINTERS'
MACHINERY**

114 Adelaide St. W., TORONTO

Brown Folding Machines.	Rapid Addressing Machines.
Latham "Monitor" Machines.	Dewey Ruling Machines.
Dexter Cutting Machines.	Climax Baling Presses.
National Sewing Machines.	Jacques Shears.
Diamond and Advance Lever Cutters. Etc., Etc.	

THE J. L. MORRISON CO.

445-447 King Street West

LONDON

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NEW YORK

Everything For the Bookbinder
For the Printer
For the Boxmaker

We make a specialty of fitting out complete Bindery Plants.

We stock for prompt delivery SEYBOLD Paper Cutters, "Perfection" Wire Stitching Machines, Ruling Machines, Tatum Perforators and Punching Machines and have in stock all supplies for the Bookbinder.

Rebuilt machinery of every description.

Write for Circulars, Prices and Terms

Wilson-Munroe Co., Limited TORONTO

WE HAVE LARGE STOCKS ON HAND OF

ROLLAND MADE IN CANADA PAPERS

SUPERFINE LINEN RECORD	- - - - -	White, Azure and Buff
CANADIAN LINEN BOND	- - - - -	White
ROLLAND PARCHMENT	- - - - -	White
EARNSCLIFFE BOND AND LEDGER	- - - - -	White and Azure
EMPIRE LINEN BOND	- - - - -	White and Five Tints
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ALL STANDARD SIZES AND WEIGHTS CARRIED.

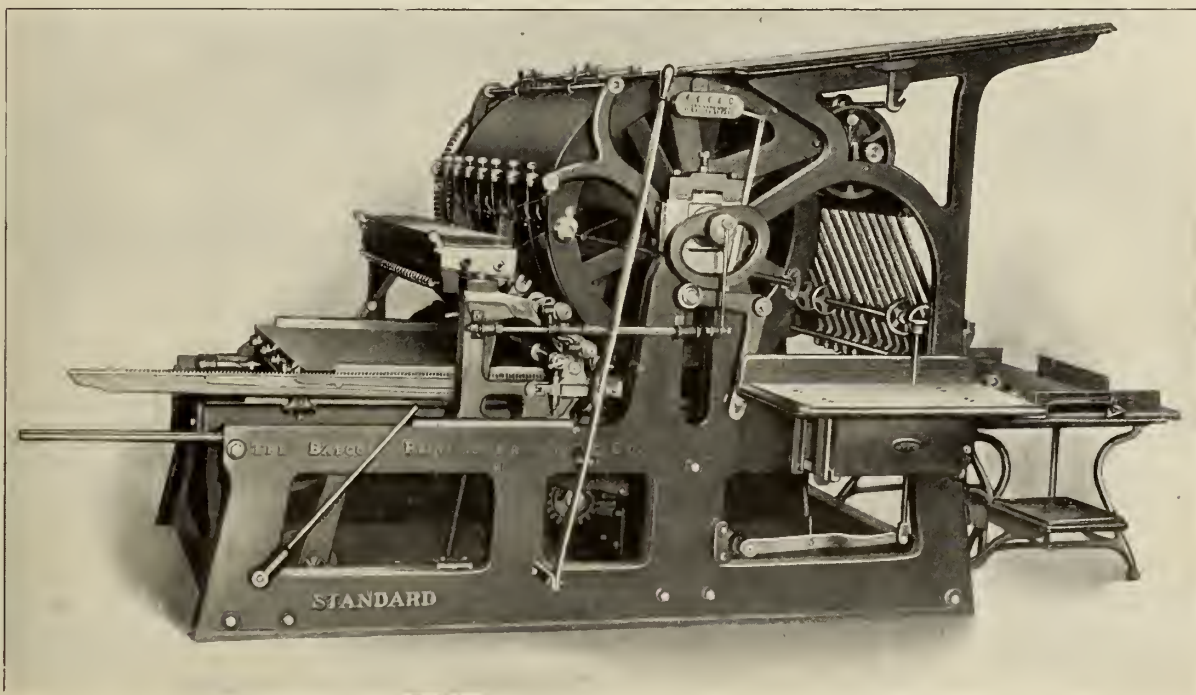
ENVELOPES TO MATCH.

We devote a whole floor in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

BABCOCK

One-Revolution Presses



For letterpress work not requiring exceptionally heavy distribution
Babcock One-Revolution Presses
 are unequalled.

They combine low first cost with low running expense.

There are few adjustments and these of the simplest character.

They are conveniently operated and easily "washed up."

Our Salesmen will be glad to explain just what

The Babcock One-Revolution Press
 will do for you.

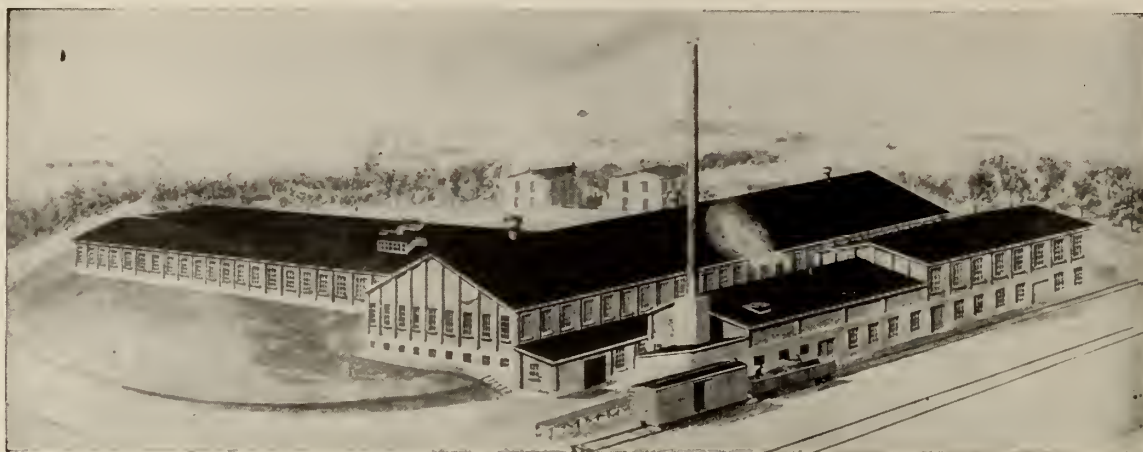
Manufactured in two and three roller sizes with either rack and
 screw or table distribution.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
 NEW LONDON, CONNECTICUT

38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
the Coating of Paper.

“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building

Private Exchange Adelaide 1986

MADE IN CANADA

The Rolland Paper Co., Limited

extend to the Printing Trade, their best
wishes for the New Year.

No efforts have been spared, since the present difficult conditions of paper-making started, to keep our regular Watermarked Brands up to the standard. All our old reliable and popular papers will be found in stock at all times.

Superfine Linen Record
Earnscliffe Linen Bond

Canadian Linen Bond
Standard Pure Linen, Etc.

Samples Gladly Furnished

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

Standard Brand Blotting Papers

Uniform in quality

None but the man who blots with a blotless blotter can appreciate the standard and uniform Quality of Standard Brand blottings.

You who use Standard Blottings including: "Standard," "Imperial," "Sterling," "Curl Curl," "Prismatic," "Royal Worcester" and "Defender" (Enameled) will appreciate their unequalled goodness. They are made from selected cotton stock with smooth, firm finish and in various shades.

Standard Blottings are particularly suitable for the Printing Trade.

Standard Paper Mfg Co.

World's Largest Producers of Fine Blottings

Richmond, Va., U. S. A.

The Mark of America's Quality Blotting



World Blotting

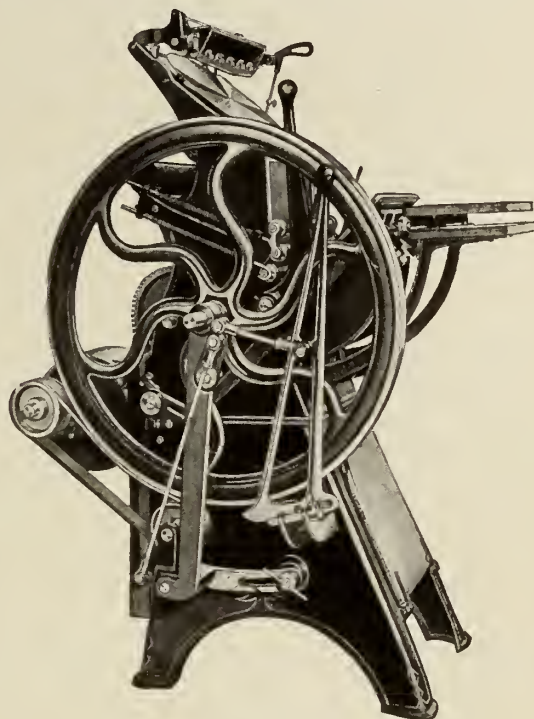
"WORLD" BLOTTING has set the standard for quality for over thirty years. Wherever used it gives the satisfaction that quality blotting only can give.

We also manufacture HOLLY-WOOD and RELIANCE, cheaper grades, but the best obtainable at the price.

Try ALBEMARLE HALF-TONE and ALBEMARLE ENAMELED for your high-class printing. Let us send you sample.

The
Albemarle Paper Mfg. Co.
RICHMOND, VA., U. S. A.

The IMPROVED PEARL PRESS



The Lowest Priced Job Press Made.

SAVES

Labor, power, type, floor
space in every operation.

The Pearl is a small press for small work. Rapid, strong, convenient and the lowest priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than on any other platen press. Very efficient motor equipment.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency—a basis for reasonable cost—a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, "Speed, Capacity and Quality." Ask for it.

*Golding Manufacturing
Company, Franklin, Mass.*

Additional Products: Golding Jobbers, Pearl and Golding Cutters, Hot Embossers, and various Printers' Tools.

Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.

DOLLARS and SENSE

Let us solve one of your great problems.

Your delinquent subscription accounts represent good dollars, and by availing yourself of our expert service, the problem will be solved.

With our experience in dealing with the dilatory and incompetent, we can place at your disposal a thoroughly efficient means for solving every difficulty that may arise in connection with your slow or disputed accounts. Let us remove from your list all delinquents. We have done it for others; we can do it for YOU.

You take no chances, as our charges are based only on actual results. We ask no charge unless the collection is made—we assume the risk of our own success.

Our methods are CLEAN; our CHARGES are MODERATE.

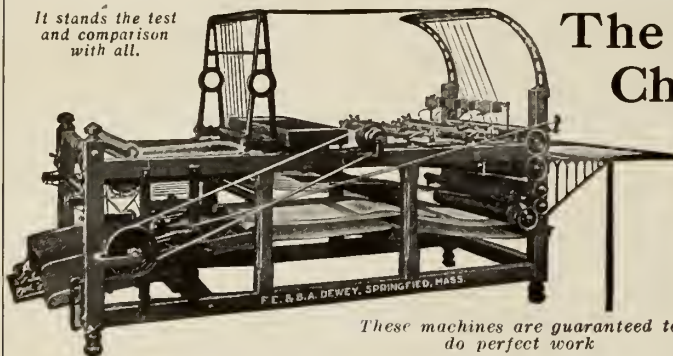
By sending us your LIST, we shall turn DEBIT into CREDIT.

NOW IS THE TIME TO ACT

Publishers' Protective Association, Toronto, Ont.

A Canadian Concern for Canadian Publishers

*It stands the test
and comparison
with all.*



*These machines are guaranteed to
do perfect work*

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863

Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard,
H. J. Logan and others.

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

*Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all
kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.*

DERBY COVERS CASHMERE COVERS

20 x 25 and 21 1/2 x 28 1/2



*This Design is a
Guarantee of Quality*

Large assortment of colors.
Low price.
Your enquiry solicited.

CANADA PAPER CO., LIMITED

PAPER MAKERS

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WINDSOR MILLS, P.Q.

Colored Papers a Specialty

TORONTO ELECTROTYPE &
STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process
for Reproducing Electrotypes
from Halftones.

Our work and rapidity of service
unequalled. Out-of-town
customers will please note.



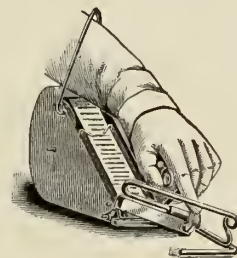
TRAYTON BLABER, Manager



**There is no business
that will bring in so
large per cent. of profit**

and that is so easily learned as
making RUBBER STAMPS.
Any printer can double his income
by buying one of our Outfits,
as he already has the Type,
which can be used without injury
in making STAMPS. Write
to us for catalogue and full particulars,
and earn money easily.

The J. F. W. Dorman Co.
Baltimore, Md., U.S.A.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.



Illustration of Flat Top Cabinet No. 2045. In Steel Construction No. 471.

EVERY PRINTER

has problems peculiar to his own class of work. Equipment which might be admirably suited to one could very easily be deplorably inefficient for another. No printer can afford to have time-wasting equipment in his composing room as this is the department where the labor item runs larger in proportion to sales than in any other, consequently lost time must be eliminated if a profit is expected from this department.

A variety of designs suitable for all classes of work have been carefully developed by this company. One of the new designs is a Flat Top Cabinet as illustrated above. Many kinds of work can be handled to the best advantage on a flat surface such as is supplied with this cabinet.

Without obligation on your part our Efficiency Engineer will call and go over your composing room problems with you. This will probably be a profitable interview for both. Why not send for him to-day.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co., Limited,
 { Toronto, 70 York St.
 { Montreal, 345 Craig St. W.
 { Rex A. Hand, Representative for Maritime
 { Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.
 { Stephenson, Blake & Co., Toronto.
 { George M. Stewart, Montreal.

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American Type Founders Co., 175 McDermot Ave., Winnipeg.
 Miller & Co., Toronto, 7 Jordan St.
 Richard, Winnipeg, 123 Princess St.
 Printer Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
 Anglo-Canadian Type & Printing Machinery Co., Ltd.
 corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Lord Northcliffe's Opinion of Lloyd George

A Remarkable Interpretation of Britain's New
Premier, the Man of Might in British Affairs

By LORD NORTHCLIFFE

WE have been making history in London during this last week. We are fashioning a new England, an England that is worth watching.

The silver lining to the cloud of war is the fact that more social reforms have been accomplished in Great Britain in the two years and a half of struggle than in the previous hundred years of peace.

The burden of taxation has been increased on the shoulders best able to bear it—the very rich. Our railways have come under Government control. The sale of alcohol is becoming more and more regulated. The youth of the nation is being trained in healthy military exercise with effects observable by everyone. Labor is taking its proper place in Government councils. Workers are being better remunerated. I could name a dozen other reforms, but chiefest of all is the linking up of our far-flung sister States into a United Empire.

I am asked in insistent cables from various parts of the world to explain in simple phrases the character and position of Mr. Lloyd George, of whom during this crisis I have been a friendly supporter and also a critic. I am especially asked to do so by American newspapers, and, while dictating this cable for the United Press, with its 800 journals, I am also communicating it to the United Cable Service of Australasia, and to the *Matin*, of Paris, and its Italian connections.

* * *

As a personality David Lloyd George is, for many reasons, interesting and important to the United States. He is one of the few British statesmen who understand that very difficult intangible psychology—the American temperament.

He is important to Americans for another reason. He is now at the head of the five British nations engaged at the war—Britain, Canada, Australia, New Zealand, and South Africa, together with India. The winning of the war now primarily devolves upon these nations. If they and their Allies are beaten *it will be America's turn next*, for Germany's plans in South America and Germany's hatred

The accompanying article appeared in Lord Northcliffe's paper, "The Weekly Dispatch," on December 10, and was cabled to America, Australia, France and Italy for publication in the newspapers of these countries.

PRINTER AND PUBLISHER believes that its re-printing here and now will be enjoyed by many of its readers and will give its publisher-readers some new views of Lord Northcliffe's attitude towards Lloyd George and Imperial affairs.

The caption of the article as it appeared in "The Weekly Dispatch" was "Fashioning the New England."

of the United States should be known to all of you, and are known to every American who takes the trouble to read the anti-American hate propaganda of the German Government.

David Lloyd George is interesting to your hundred millions because his life has been very much like the life of many of you. He began humbly, with no other assets in life than a good father and mother. He had the same kind of education that the American boy gets. There are millions of American homes like the home in Wales where he spent his childhood.

His father was a teacher at a school in Liverpool managed by a committee of Unitarians, which included no less a figure than Dr. Henry Martineau. His mother was the daughter of a Baptist minister in the Welsh village of Llanystumdwy. I have a picture in front of me of this lady—a typical last-century figure with lace cap and fichu, and the inevitable cameo brooch.

* * *

I do not know Mr. Lloyd George in private life. I am not in agreement with him in many public affairs. We have been antagonistic in many political matters for twenty years. He adopted a line in the Boer War which was, from my point of view, detestable, and which incurred the hatred and even the contempt of millions of his fellow subjects. But however wrong it was a brave attitude, for it demanded more courage to be on the side of the minority who opposed the war than to shout with the majority who supported it.

* * *

Since then Mr. Lloyd George has led all sorts of movements at variance with the tenets of the political party to which I belong. Sometimes he has been right, and proved right. Sometimes he has been wrong, and proved wrong. But in all that he has undertaken he has evinced the same courage that he has shown throughout this, one of the most momentous weeks in the history of the British peoples.

The fear of helping German propaganda in the United States has prevented English writers in foreign journals from saying how dissatisfied the British people have been with the politicians who have mismanaged our share of the

war since August 1914. For a long time the facts were hidden from the people in these islands by a cunning Censorship; by the minimizing of defeats and by downright lying as to impending victories, such as the boast that we were on the immediate eve of a great victory in the Dardanelles. The true history of that disastrous gamble is not known even yet in this country, though it has been published in the United States. Even now many of our people do not realize the story of this colossal blunder, with its two hundred thousand casualties; its sacrifice of the splendid youth of Great Britain, Australia, and France.

In August 1914, Mr. Lloyd George was a member of our Government which, after some days' haggling, realized that if we were to remain a nation at all we must attempt to save the life of the little nation of Belgium, which we were under contract to protect.

Since that time, with the exception of Sir Edward Carson, who left the Government because of its shuffling and indecision, Mr. Lloyd George has been the only member who has had the courage to exhibit discontent with our feeble and vacillating conduct of the war. Now and then, in Parliament and on the public platform, he attempted to tell the people a little of the truth. But on these occasions he was always howled down by members of his party and their newspapers as being unpatriotic; as giving comfort to the enemy and the rest of the hide-the-truth tactics common to politicians in war time when endeavoring to cover up their blunders.

* * *

Sir Edward Carson left the Government last year, and if Mr. Lloyd George had gone with him then the war would have been greatly advanced. He was prevailed upon to remain, but eventually, at the end of last week, he found the state of torpidity and self-satisfaction of his colleagues in the face of repeated set-backs impossible to a man of his vision and patriotism. Of these colleagues, writing as I am an article which will appear in foreign newspapers, I prefer only to say that they were men who would not believe that the war was coming, and, when it did come, had no idea of its tremendous portent for our race. In my own newspapers at home I have spoken much more plainly—so plainly, indeed, as to find myself from time to time the best abused man in the country.

* * *

When, last week, Mr. Lloyd George decided to smash the party machine in which he was entangled, he took his courage in both hands. I do not believe that he had any personal ambition in the matter. Events have made him Prime Minister—a position almost as powerful as that of your President; but it was desire that the distinction should be conferred on another, and, indeed, for some hours it looked as though our new Prime Minister would be a Scotsman—Mr. Bonar Law—rather than a Welshman.

Mr. Lloyd George went out into the wilderness alone, so far as his own party was concerned. He had with him a supporter (Mr. Bonar Law) previously opposed to him in practically every phase of politics, and an outside helper in Sir Edward Carson, whose Irish policy is diametrically opposite to that of Mr. Lloyd George. Those three men, with Lord Derby, have produced a miracle of which all the world is talking. They have, in a few days, formed a Government, marred it is true by the inclusion of some notable former failures, but enriched by the brains of business men, labor men, and new politicians.

The greater part of the work has been done by Mr. Lloyd George himself. He is constantly referred to here as "the little Welshman," but he is not at all little. You probably have his portrait before you as you read these lines. The head is not that of a little man, mentally or physically. It is the head of a man with a sparkle of genius, combined

with Celtic energy and intense industry. For the greater part of this week he has been at the War Office, of which he was the head, till three in the morning, returning to his difficult task of making a composite national Government six hours later. I do not often see him. I do not suppose that I have seen him a dozen times altogether during our acquaintance, but I saw him just before he made his decision, and he appeared a tired man, looking much older than his fifty-three years. Within a few hours of his telling Mr. Asquith that he could be no longer unconditionally of his company, Mr. Lloyd George looked ten years younger.

I have seen him at two other crises of the war. The first, when he got the shells that the Government and the Army had forgotten to provide; the second when he nearly, oh, so nearly, accomplished the unification of Ireland. On each of these occasions, as during this week, the man revealed himself as a human dynamo. Every erg of energy is focussed on the immediate task in hand. He combines the persuasiveness of the Irishman with the concentration of the American and the thoroughness of the Englishman. His critics say that he tires too quickly of his task. That I do not believe. He gives every ounce of attention to the achievement of the particular object in hand, and then passes on to the next important effort. Some of his habits of concentration are a little trying to his co-workers. When involved in a scheme he is a very bad keeper of appointments and an impossible correspondent. The letters that he writes are just the absolutely essential communications of the moment. He seems to have no settled hours of meals at those times. As far as I can gather, during the past week his diet seemed to consist principally of cigars and tea, but I believe that he takes breakfast and usually adds to the meal the winning over of one or other difficult but necessary human unit in the proposition with which he is dealing. He has the usual gift of genius of getting other people to do things for him, and often getting the right people—but not always.

* * *

Making a Government is, I suppose, the same all the world over. Making a real War Government, such as we are making, is not quite as easy a task as handling out places to hungry politicians in peace time. Mr. Lloyd George has tried to the best of his ability to gather around him representatives of all that is best in British life. Distance and circumstances alone have prevented the invitations to men like Lord Shaughnessy, of Montreal, and Mr. Hughes, the Prime Minister of Australia. He has had to do his picking and choosing with lightning rapidity, because in war the value of time is quintupled. The Government he has got together will last, but it needs pruning. It contains too many of what are known in the United States as "has-beens," and is cumbered by too many fossils representative of a past age. No one knows exactly how they got there, but I think I know the reason. This quick, determined, energetic Welshman is just a little too kind-hearted. Nevertheless, he has formed a Government which is the cause of rejoicing throughout the Empire, and especially to our soldiers facing their third winter in the trenches. His political opponents, who at the beginning of the week did not seem able to make a Government, now think that his Government will not last. I hold different opinions. I believe that he will be at the head of the Government that wins the war; that brings about a settlement of the Irish question and maintains that essential factor goodwill between the people of the English-speaking nations of the British Empire and the people of the United States.

The Passing of George Hughes Hale of Orillia

The Inspiring Story of a Remarkable Man—Making a Country Weekly National and International in Fame—His Impress on History and Life



GEORGE HUGHES HALE, one of the publishers of the *Orillia Packet*, passed away on December 13, 1916, at the age of 70. He had been in poor health for some time, but was confined to the house for only three weeks, and to bed for a week.

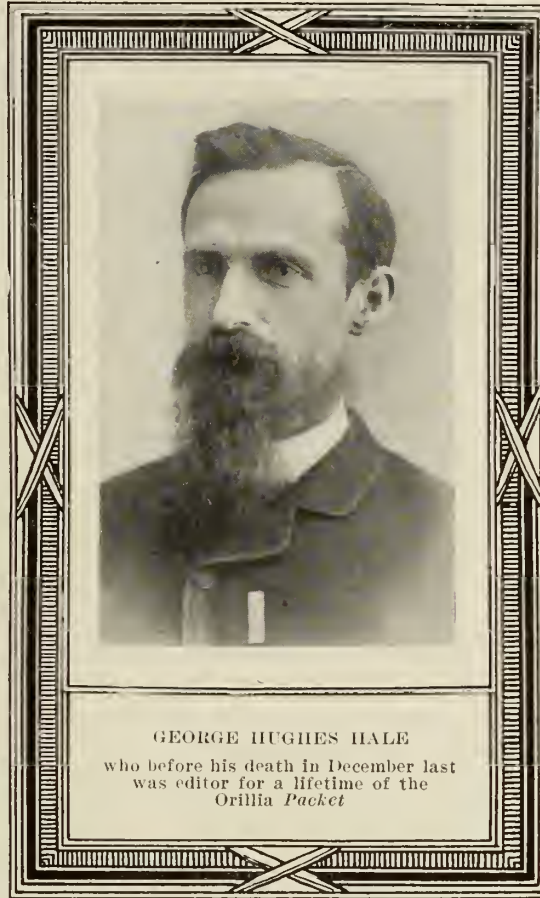
Mr. Hale was a native of Omeme, where he was born on the 14th of December, 1846. He began his connection with the printing trade as an apprentice to the late Joseph Cooper, at that place, subsequently accompanying him to Lindsay. After spending a short time at Ottawa, Cobourg and Stratford, he went to Orillia in 1868, with the late Peter Murray, who established the *Expositor*, Orillia's first paper. He became associated with his brother, Wm. M. Hale, who survives him, in the founding of the *Packet*, in 1870, and for well nigh half a century he labored with unwearying industry, conscientious care and never-failing fidelity to truth and honor, on behalf of that paper. To him, journalism was primarily an opportunity for doing good, and for advocating the principles dear to his heart.

The late Mr. Hale took a deep interest in military matters, and was a member of the Lindsay company in 1866, and of the Simcoe Foresters, after going to Orillia. He carried on for many years a wide correspondence extending to all parts of the British Empire, in connection with temperance, postal reform, Imperial Federation, Canadian history, Canadian nomenclature, and other subjects in which he was interested. Faithful to duty and loyal to friends, his life was one of singularly unselfish service.

In 1873, Mr. Hale married Marion Gow, who survives him, together with two sons, Charles Harold and James Russell, who have been associated in the business since they attained manhood, and two daughters.

* * *

Such in brief is the biography of a truly remarkable man—a man whose life and influence and achievements deserve to be more fully set forth, not only because they are exceptional and exemplary, but also because they proclaim to all how a man can lift himself out of the obscurity that is the usual lot of those dwelling in Canadian towns; how a local newspaper can widen its fame, attract to its columns the writings of distinguished men and women, and exert an influence far beyond the confines of its own territory; and how lofty passions and high ideals when found in a



GEORGE HUGHES HALE
who before his death in December last
was editor for a lifetime of the
Orillia Packet

man of force, can sway other lives and weave themselves into a nation's history. Also, the story of George Hughes Hale, publisher and editor, should have inspiration and encouragement for many other publishers of country weeklies produced in communities no more favored than is Orillia in geographical advantage and local and contiguous population.

* * *

The *Orillia Packet* has always been an almost entirely local paper. This is true of its advertisements as well as of its news. From the beginning, the *Orillia Packet* has never used plate matter, and one result of this has been the strengthening of the paper's influence in its own community.

An exception to the rule as to the local character of *The Packet's* contents was made in the matter of correspondence. During his active regime, the late Mr. Hale cultivated "Letters to the Editor." Frequently he would have as many as twelve or fifteen letters in a single issue, and on all sorts of subjects. This form of expressing and in forming public

opinion has fallen into desuetude, though there seems to be a return to this journalistic feature since the war began.

Mr. Hale also succeeded in enlisting for the *Packet* the pens of a number of well-known writers. The late Mrs. Curzon, of Toronto, was for years the *Packet's* book reviewer. Dr. Jokeway, of Stayner, published some of his best poems for the first time in the *Packet*. Pastor Felix and "Fidelis" (Miss Agnes Maule Machar, of Kingston), also frequently sent poems "written for the *Packet*." Also there have been many other well-known writers who have been occasional contributors, all of them through personal friendship for the editor.

* * *

George Hughes Hale never hesitated to take sides on every question that came up, local or national. He also vigorously exposed and attacked every abuse and wrong which he saw in the life of the community. No public scandal could be hushed up if he knew of it. His courage and plain speech sometimes involved the *Packet* in very bitter quarrels. But, on the other hand, the personal element was never allowed to creep in, so that enmities aroused were seldom lasting, and men who were bitter against the paper at one stage would often, ere long, be found seeking to aid in some crusade which they themselves were interested.

In the matter of temperance reform, Mr. Hale fought a life-long battle through his paper and by every other means at his command; and it is not saying too much that he was to no small extent instrumental in bringing Orillia into a position of leadership in this reform.

In municipal politics it was always the settled policy of *The Packet* not to support or oppose a candidate for office merely on personal grounds. There must be some principle at stake, or the *Packet* would not interfere. Similarly political considerations were never injected into municipal affairs.

* * *

George Hughes Hale was a man of deep religious convictions, and these tinged all his editorial work. Not even advertisements at variance with his conscientious convictions would be admitted into his paper. He never shrank from the discussion of religious topics in the *Packet*—as, for instance, the observance of the Lord's Day, and the place of the Bible in the schools, on both of which questions he held strong views. He was for a time a member of the Provincial Executive of the Lord's Day Alliance.

* * *

As to the mechanical side of his paper, Mr. Hale admired and followed English models. Headings were few and not large, and the make-up regular and careful. Nothing delighted his eye so much as a page of solid type, well printed.

In spelling, as in everything else, he was British to the core and the *Packet* stuck to the "u" in "honour" in years when its use was neither common nor popular. It was a satisfaction when the British form of spelling was first made official by the Dominion Government, at the instance of Sir John A. Macdonald (prompted, so it has been stated by one well informed, by George Hughes Hale); and afterwards restored by the Ontario Government, and taught in the schools.

All copy, of whatever kind, that passed through his hands, was carefully edited, slang and Americanisms were vigorously excluded, and ungrammatical constructions touched up. Petty gossip in district correspondence was severely blue pencilled. All proofs were read twice, once by copy; and even other precautions were taken to secure accuracy—not approximate accuracy, but as near absolute accuracy as possible, even to punctuation.

* * *

Mr. Hale thoroughly understood the mechanical end of producing a newspaper, and carefully superintended this phase of the *Packet's* making. He took great pains to train his compositors in the principles of spelling, spacing, punctuation, and so on, as many printers now scattered all over Canada can testify. For years it was his practice to be at the office by seven in the morning, and to remain till five, in the evenings reporting meetings and performing other service. By such hard and faithful work was the *Packet's* reputation made.

* * *

George Hughes Hale was an ardent Britisher and labored all his life to strengthen the ties with the Mother Country, and to resist the influence of Americanism, particularly by encouraging the circulation of British periodicals, and by discouraging the circulation of those from the United States. He did this at a time when British sentiment was perhaps not so strong as it is to-day.

* * *

For many years Mr. Hale was a collaborator with Sir Henniker Heaton in promoting postal reforms, and had not a little to do with bringing about more generous postal arrangements between Great Britain and Canada and other parts of the Empire, particularly in the matter of newspaper postal rates. Mr. Hale carried on a wide correspondence in this connection, and enlisted the assistance of a number of prominent men, Sir Charles Tupper among them. He was a warm advocate of penny postage and strongly supported Sir William Mulock when he introduced it.

George Hughes Hale's interest in Canadian history was quite exceptional, and his activity in gathering the records of early pioneers has made posterity his debtor. From many sources he dug up much interesting matter concerning the early days of the district in which he lived and published it in the *Packet* during the course of his active career. In this work he co-operated with Andrew Hunter, the present secretary of the local Historical Society, author of the Official History of the County of Simcoe, and who was at one time publisher and editor of the Barrie *Examiner*.

* * *

The foregoing record should have tonic value and direction to many publishers of country weeklies, especially younger men in whom blood flows warmly and noble purpose rules high; and in the confidence that this short account of George Hughes Hale's adherence to principles, devotion to his opportunities, and concepts of his vocation, will be welcomed by many such, PRINTER AND PUBLISHER has happiness in giving its readers this sketch.



British Columbia's New Premier

H. C. BREWSTER, the new Premier of British Columbia, adds one more name to the list of printers who have risen to high places in public life. He started life, after leaving school, as printer's devil with the old *Observer*, of Harvey Bank, Albert county, N.B., and there learned the printing trade. He left New Brunswick and settled in Boston in 1892 and there was employed in the office of the *Herald* for five years. On account of failing eyesight he was forced to give up his trade, and his next work was as purser on a coast steamer running between British Columbia ports, the recommendation from his previous foreman being sufficient to secure the opening for him. Afterwards he entered the canning industry and proved his efficiency as a business man by the success he made in this line.



A Printer's Soliloquy

TO CUT or not to cut, that is the question.
Whether 'tis not better in the end
To let the chap who knows not the worth
Have the business at cut-throat price, or,
To take up arms against his competition,
And, by opposing cut for cut, end it.
To cut—and by cutting put the other cutter
Out of business—'tis a consummation
Devoutly to be wished. To cut—to slash—
Perchance ourselves to get it in the neck—
Ay there's the rub; for when one starts
To meet the other fellow's rate, 'tis like as not
He'll find himself up against it good and hard.
To cut and slash is not to end the confusion,
And the many evils the trade is pestered with;
Nay, nay, Pauline; 'tis but the forerunner
Of debt and mortgage such course portends.
'Tis well to get the price the space is worth
And not be bullied into selling it
For what So-and-So will sell it for.
Rate-cutting doth appear unseemly;
And fit only for the man who knows not
What his space is worth, and who, ere long.
By very stress of vain comparison
'Twixt bank account and liabilities,
Will make his exit from the business.



DO TO-DAY'S work to-day—that's the way to get the most out of effort. If there is no work on hand to-day, create some. Creative work is profitable.

New Year's Night in a Side-Door Pullman

The Wanderlust—A True Tale of Some Canadian Tourist Printers That Made Good—Real Names are Suppressed—A Trip to the Mardi Gras, New Orleans

By P. O. WELL



"WHAT'S she calliopin' for, Bill?" asked Andy. "After I get this chunk of Pennsylvania outen my optic, I'll tell ye." Andy had been wakened by the long blast from the engine of a Baltimore and Ohio freight train pulling the particular box car and other box cars of this particular train. Bill, Andy, Jim and Dunc. had made a trip from the West, mostly by high-ball freight, or, in the language of the tourist printer, "side-door Pullmans."

To see what was doing, Bill had projected his head out into the darkness of this New Year's night, and had received as his reward a cinder in his left eye from the locomotive smoke-stack. Bill, picturesque-like, said the cinder was a chunk of Pennsylvania, otherwise known as coal.

Dunc. volunteered the information that the "calliopin'" was for the first water-tank south of the North Pole. He felt that way. The absence of other chunks of Pennsylvania and a cheery coal stove suggested that part of the western hemisphere where northern lights "sub" for Mr. Edison's inventions. Under similar circumstances, an Englishman, a tourist, too, gave the world "Home, Home, Sweet Home."

Two of the quartette were "over-homers," a typographical name applied to typographical Canadians in general by typographical Americans. Canadians are Americans, and their country has a name. The other part of North America has no name. You have to guess at it, if you do not include Mexico.

The ages of the four ranged from 19 to 22 years. Bill was 19 this New Year's day. All were from the best of homes. The Wanderlust was the only flaw in the uncut diamonds. Perhaps a better description would be the love of adventure.

The four had come from the west. The west means the valley of the Missouri river. Each could qualify as "Pirates" if they made certain changes in their attire, and had the proper blossom on the nose tip. For instance, at this time a tourist printer would get the cold shoulder in the valley of the Big Muddy if he wore a white collar or a Derby hat. The master degree of the Missouri River Pirate demanded a soft hat of stetson shape, not make, for that would get the candidate in wrong, and a flannel shirt. Missouri River Pirates carried travelling cards. "Pay-days" they were known to hand over the "yellow-backs" every one, retaining but two or four bits, to a sick kid, or a widow, or another Pirate in the hospital.

The four in the Baltimore and Ohio freight car this night were heading for the Mardi Gras, and New Or-lens. That's the way you'd say it if you originated south of the Mason and Dixie line. North of that imaginary line you'd pronounce it New Orleans, with the accent on the "lean." Tourists have a habit of starting early, or sooner, for a distant point, so as to arrive on time. This in order to earn a few ten-spots and double eagles en route. One can never tell in ordinary walks of life when such friendships come handy. The Mardi Gras commences and ends in February, synchronizing with strawberries, green peas, and the sweet magnolia.

The real reason of the tourists' early start is that they might encounter interruptions, such as county officers, railroad "bulls," and freight conductors who plunk a tourist

with a chunk of hard coal and unerring aim. Then a United States marshal, dressed in a big nickel star and ginger-red flannel shirt, has been known to vulgarly interfere with the rights of free men on the right-of-way of railroads. Walking, as a substitute for fast freights, is likely to get one anywhere. But freight trains are more sure—and quicker.

Instead of the first water-tank south of the north pole, the engine callioped for the turnpike at Chester Park, a resort near a southern Ohio city. In this city the quartette split, two showing up on one daily paper and two on another. Two weeks' work and wages, and they were off again. The first stop after many stops, was at the chief city of Hamilton county, Tennessee. A week here, work was good, money plentiful, then the two Canadians made for the Georgia city on the hill. The other two went straight south for Or-lens.

Andy and Dunc. made the Mardi Gras, the other two in Atlanta. Jim stopped there for many years, grew into the best copy producer in America, and wore and earned the military prefix of colonel. Bill came back to Canada some two years after, studied law, was elected to a seat in a Provincial Legislature, then was called to the Cabinet as Commissioner of Public Works, and erected the only public works that were ever constructed without "extras" and the other necessities of an election campaign.

Andy was a very close relative of a recent presidential candidate; was very eccentric. He was known to have spent \$2.50 for a ticket to a grand opera, of which he knew something, 25c on a bouquet for his dilapidated coat lapel, and then walk out of town. But with all his faults, he was a real artist printer, and a scholar.

Dunc., after spending the festive season in the Crescent City, came north again to his native New England, published a small city daily, and made such a good job of it that he was offered and accepted the manager's chair of what is conceded by those who know to be one of the three greatest dailies of America. His salary, a thousand a week or so.

Many years after this New Year's night, three of the four chanced to meet at a national newspapermen's gathering in a certain great eastern city. By strategy, or design, in a secluded spot an enjoyable seven hours was spent. Missouri river and Mardi Gras stories flew thick and fast. Outside, on a fashionable avenue, an automobile horn blew strenuously. "What's she calliopin' for Bill?" asked Dunc.

"Wait till I get this chunk of Pennsylvania from my eye," answered Bill.

"She's hollerin' for ice water," interjected Jim, laughingly.



Brantford *Expositor's* Christmas Number

The Brantford *Expositor* produced a very attractive Christmas publication quite distinct in size and character from its regular issues. The cover and first page were in two colors, and the contents were very largely military in their nature. The publication was printed on a heavy coated stock which took half-tones well, and of such illustrations, this special number was full. A tube mailer was provided.

As a souvenir or mid-war chronicle of Brant County's and Brantford City's contribution of men and means to the war, this number will have historic value. Plentiful local advertising helped to pay for this fine issue.

Concerning Double-Page Spreads in Canada

The Intent of the Law is to Penalize Advertisers Suspected of Using Newspaper Advertising in Lieu of Circulars, Which Pay the Government for Transmission a Profitable Postage Rate



THE postal regulations governing double-page spreads in Canada may or may not be fully understood by all Canadian publishers and advertisers; but they continue to be a source of vexation, and to provoke a considerable volume of heart-felt profanity when publishers and advertisers come into collision with them. It may serve a useful purpose if the Canadian postal regulations governing double-page spread advertisements and other advertisements departing from the usual be stated afresh in PRINTER AND PUBLISHER.

* * *

The regulations as set forth in the Canadian Postal Guide are as follows:—

All advertisements in periodicals must be permanently attached thereto by binding, stitching, pasting or otherwise, and the sheets containing the same must be of the same size as the pages of the publication;—advertisements printed on sheets exceeding in size the regular pages are inadmissible, though folded to the size of the regular pages. In fact, all pages of the publication must be of the same size, form and make-up.

As regards the requirement that sheets containing advertisements in periodicals must be of the same size as the pages of the publication, it has been arranged that postage at the rate of 2 cents per pound shall be collected on newspapers and periodicals containing double-page advertisements.

At the time when publications containing double-page advertisements are tendered to the post office for conveyance by post the publisher must in writing notify the postmaster at the office at which they are so tendered of their containing such advertisements, and, if he fails to give such written notice, the rate of postage on said publications, containing such advertisements, shall be one cent per two ounces or fraction thereof to each separate address.

Any postmasters allowing newspapers containing double-page advertisements to pass at ordinary privileged rates of postage will be held personally liable for the postage thereon at the rate of one cent per two ounces or fraction thereof to each separate address.

* * *

Occasionally one comes across double-page spread advertisements in Canadian newspaper and periodicals. Whether or not the penalties for a trespass of the regulations are exacted in every case PRINTER AND PUBLISHER is not in a position to say.

On more than one occasion PRINTER AND PUBLISHER has written publishers asking them how they managed to "put across" double-page spread advertisements appearing in their publications, but in no case was a reply received; and the conclusion was that the publishers did not wish to tell; or had committed wittingly or otherwise an offence against the regulations and perhaps had not been penalized, in which case the less said about the matter the better.

* * *

In the case of the *Saturday Evening Post* and other U.S.A. publications regularly transgressing the regulations, and having second-class mailing privileges in Canada, they are required to pay a rate of 2 cents a lb. for the issue out of tune with the regulations.

* * *

Advertisements may not run across the gutter either by border, picture or wording. Each page has to be completely separate from the other—physically and as a reading unit.

Companion pages may be similar in make-up and appearance, but they must fulfil the technical requirements of the regulation as above set forth.

* * *

When a double page advertisement is desired, it is wise to submit it in layout form to the Post Office officials to get a decision. If the proposed treatment is approved, then the publisher is protected against the 2-cent a pound rate.

The Post Office department views double-page spreads as a circular seeking to evade the charge on mailed circulars.

* * *

Circulars when mailed pay the P.O. Department a rate of one cent for 2 oz., or 8 cents a lb., and when advertisers use double-page spreads in newspapers the Department feels that it is being cheated; hence the regulations governing double-page spreads. That is the intention of the regulation—to be punitive and restrictive. At bottom this is the reason for the regulation. The Department does not defend the regulations on the grounds of reasonableness. It would seem that the regulations have been framed in a spirit of vindictiveness.

* * *

The same regulations say that an advertisement in which the reading lines run parallel with the gutter or obliquely across the page, is trespassing the requirements of the regulations.

* * *

From all of which it will be seen that the advertiser and the publisher in Canada are under restrictions which do not obtain in the United States and in Great Britain. We are a people of eight millions and it would seem that a country of small population is supposed to have a small mind; and that law-makers in Canada can flout public opinion in a country of small, widely-diffused, unco-ordinated population.

* * *

The Postal Act requires revision; but who is to start things? The publishers will not, because they are divided among themselves; and advertisers until the formation of the Association of Canadian Advertisers have been powerless and voiceless, and without knowledge of how they were being buffeted and of how to set wrongs right.

* * *

The presumption is that some day, near or far, advertisers and publishers will get together on matters affecting them mutually, in a purpose to have unjust, ill-conceived and vexatious laws changed for better ones. But until there is education on this matter of double-page spreads and a clear and more general perception of the insanity of the present regulations they will continue.



Canadian Newspaper History

A. A. McINTOSH, acting president of the *London Advertiser*, in an address on newspapers before the Rotary Club, of London, briefly reviewed the history of the newspaper on this continent. The first newspaper was established in Boston in 1690. The first paper in Canada was the *Halifax Gazette*.

The history of the newspaper in this country, said Mr. McIntosh, is the history of the nation's growth. Between \$12,000,000 and \$15,000,000 are invested in newspapers in Canada at present, Mr. McIntosh stated. A Frenchman started the first newspaper in Ontario, and although he charged \$3 per week for it, it failed to pay expenses. In 1837, Mr. McIntosh said, the *Planet* was established in St. Thomas. The proprietor, however, closed his shop to join the military forces and the paper was moved to London and became the *London Free Press*. Its inauguration was followed some years later by the establishment of the *London Advertiser* by Mr. John Cameron.

Training of Apprentices at the Lakeside Press

Where Good Compositors Get Their Start—The Lakeside School at Chicago—Saving Boys from the Gang—The Definite Training of Apprentices

By T. E. DONNELLEY, of R. R. Donnelley & Sons Co., Chicago



I HAVE only one purpose in presenting this paper—that I may arouse in the minds of some of the master printers a real interest in the question of training boys into their own workmen. By describing a successful example I hope to prove that such training is practicable, and from the experience of this example give some suggestions as to the proper methods of putting such training into effect.

I am not pleading for a system of so-called vocational training, which has been advocated and discussed *ad nauseam* by our educational reformers as the great emancipation of our public school system. What I am pleading for is the old-fashioned apprenticeship revived in the printing business, where under a mutual contract the master is obligated to systematically teach the boy the cunning and skill of the trade in the shop itself, and where the boy is obliged to serve out his time, and where upon finishing his time the graduated apprentice will be able to hold a journeyman's job in any office in the country.

THE COUNTRY OFFICE THE BIRTH-PLACE OF GOOD COMPOSITORS

Several years ago I analyzed the sources of supply of our journeymen compositors. A few started as errand boys and devils in other Chicago printing offices, and, with such attention and help as they could get from the compositors, had fought their way up to two-thirders and finally to journeymen with varying amounts of knowledge and skill. But the great majority had begun in the country office, where what knowledge of the trade they had acquired had been under the most unfavorable conditions of makeshift equipment and with no standard of workmanship, quality or time of production. As they came into man's estate the lure of the big town had attracted them. Posing as trained journeymen they would get a job during rush seasons to be laid off at the first slackening of business, each time, however, learning a little more of metropolitan methods and requirements until at last their skill in some specialized work had obtained for them a steady job, and they became members of the regular force. Occasionally one of these men develops into a remarkably efficient craftsman, but it is by the force of his native ability and in spite of his limited opportunities, and even then it has been accomplished at a waste of time and energy on the part of the man, and of overpaid wages on the part of the employer.

LAKESIDE SCHOOL OF APPRENTICES

The Lakeside Press School of Apprentices was the outcome of a determination on the part of the management of R. R. Donnelley & Sons Co. that by making their own journeymen they could obtain more efficient and loyal

THIS most excellent contribution to the literature on apprenticeship training is well worth re-producing for the benefit of Canadian employing printers. The Lakeside Press School of Apprentices is one of the best schools for the training of printers in the world, and Mr. Donnelley's fine paper is not only informing, but also enjoyable.

In Canada the matter of the definite training of printers is concerning the craft much less than in the United States, but one is glad to know that interest in apprenticeship training is growing. In Toronto, at the Central Technical School, young printers are being given excellent instruction in the art and mechanics of their vocation.

workmen. The immediate inspiration was a description in a government report of the school of the Chaix Printing Company of Paris, which for over ninety years has maintained a school for training their apprentices. At the outbreak of the war the majority of the 2,400 employees of this establishment was trained in its school, and during these ninety years there has been no labor trouble.

The Lakeside School undertakes to train compositors, pressmen, bookbinders, photo-engravers and lithographers. The school room equipment consists of desks and blackboards for academic work, and stands, cases, type, and proof presses for the rudiments of composition. The other trades are taught in the shop. The corps of teachers consists of a supervisor, who was formerly a high school superintendent, and who has general charge of the school and the boys during their entire apprenticeship, both in the school and the factory; also a teacher for academic work, a teacher of composition, and a teacher of presswork. Binding, photo-engraving and lithographing are still taught by skilled mechanics, under the direction of the supervisor in the workrooms of the respective departments.

SAVING THE BOY

It was the original intention to employ boys of sixteen years of age. We found, however, that it was almost impossible to find a sufficient number of boys of this age who were fit to become printers. The laws of Illinois are probably similar to those of other states, in which a boy at the age of fourteen is allowed to leave school, but between the years of fourteen and sixteen, is allowed to work not over eight hours a day, nor on power-driven machinery. Boys coming from the class who are naturally desirous of learning a trade, as a rule quit school at the legal age of fourteen, but on account of the law's limitations are unable to find steady employment or employment offering any chance for development. The consequence is that these boys drift from job to job, spending much time on the streets, and by the time they are sixteen have become more or less imbued with the spirit of the gang, and have lost any intellectual training they may have acquired at school. In order to have the boy, and thus obtain the class of material we want for our apprentices, we decided to surmount the difficulty by taking the boys at fourteen, as they came from grammar school, and adjust our conditions to the law's limitations.

The fourteen-year-old boy must have been graduated from grammar school, and if he is older he must have a corresponding credit in high school. In spite of this rather severe standard of schooling we have never had any difficulty in having a long list of applicants from which to select each year our thirty boys. There are several instances in which the third brother from a family is now employed, and public

school teachers of their own initiative often recommend to us especially bright pupils. Before an applicant is accepted the supervisor visits his home, interviews the parents, determines whether or not they will back up the office in maintaining discipline, and whether the home influences will be helpful in developing character and ambition. A contract for seven years is then made with the applicant and the parents. This contract states the wages to begin, and the advance for each six months, which may be further increased by a record of high efficiency.

HOW APPRENTICES ARE TRAINED

Our factory operates nine hours per day, four and a half hours each in the forenoon and afternoon, with a shorter day Saturday. The boys are divided into two classes of fifteen each, one class attending school three and a half hours in the factory during the afternoon. The other class reverses this time, so that we have the equivalent of fifteen boys continuously in the factory, and the factory routine is not disturbed. This half-time plan continues for the first two years. At the beginning of the third year the boys select, with the advice of the supervisor, which department they choose to enter, and thereafter work full time in the factory, except four hours per week spent in the school.

The school time for the first two years is divided between work at the case and academic work of high school grade. The trade training in the school is confined to composition, as it is found that a thorough knowledge in this branch is of great value to a workman, no matter what other branch of the trade he may choose. It is also of great educational value in teaching accuracy and precision, and "form" in working. Most of us do not realize the value of correct "form" in manual labor. We dub golfers have come to know how valuable it is in the grand old game. How the Scotch professional with his easy, graceful swing makes a two hundred and seventy-five yard drive with half the effort we make to get a hundred and fifty. The same is true of craftsmanship. The compositor trained to stand properly, follow his right hand with his stick, read over his line as he justifies, and the like, produces more work, more accurately, and with less effort. By graded lessons the boys learn the most intricate composition, so that at the beginning of their third year they are competent to perform, of course, with somewhat limited speed, all commercial composition in a workmanship manner, with the exception of the finer quality of job work. On the academic side the boys, besides studying the technology of printing, review their arithmetic, spelling and English grammar, study algebra and the rudiments of geometry and trigonometry, history and simple science. They are also compelled to read a prescribed number of volumes of good literature, and to read authoritative works on printing and selected articles from the current trade journals. The course aims to give to the graduate apprentice an academic training equivalent to the average high school.

THE ADVANCEMENT OF THE APPRENTICE

In the factory the boys work under instruction, and as their progress in school justifies are advanced into more difficult work. The supervisor in co-operation with the foremen sees that after acquiring skill at one particular process a boy is changed, after a reasonable time, to other work, the purpose being to give him an all round training in his trade before he begins to specialize in the last year of his apprenticeship.

This school has been in operation eight years. At the present time there are 155 apprentices. A year ago twenty-four were graduated into journeymen, and this year nineteen. Of these forty-three graduates, thirty-six are still in the employ of the company.

CONCERNING THE TRAINING OF APPRENTICES

I have given this rather detailed description of the Lakeside Press School for Apprentices in the hope that its established success may convince others that training apprentices in the printing business is possible, and that the plan of operation of the school may be suggestive of methods to any one who shall determine to act. The usual printing office, of course, cannot stand the expense of such a school. In large printing centres this should not be an obstacle, as a co-operative enterprise can be successfully worked. A number of the Chicago printers have organized a school somewhat along the lines of the Lakeside School, where each employer sends his boys half the day for their school training and works them in the factory the other half day for shop experience. This school is now in its third year. The Apprenticeship School at Boston, the United Typothetæ School at Indianapolis, and the Ohio Mechanical Institute in this city, offer to the printers of their community a place where their apprentices can get the school side of their training. But even where the co-operative instinct is not sufficiently developed, or in isolated centers where such an enterprise is impractical, there is no reason why each office cannot train its own boys with good results, provided the proprietor makes up his mind that it is worth while, and he is willing to see the proposition through.

ON CHOOSING APPRENTICES

In the first place, let us understand what an apprentice is. He is not the first boy who comes in in answer to a sign hung on the front door: "Boy Wanted," and is put to sweeping the floor, running errands, doing odd jobs for the journeyman, and perhaps is allowed to sort leads and slugs. Such a boy is worth about as much as the effort expended to obtain him, and ten to one he will leave or be fired, to be replaced by one of the same kind.

Apprentices should be picked with the greatest care, because if properly selected and properly schooled they will become dependable workmen, maybe our foreman, or superintendent, or perhaps, as the years accumulate upon us, our active partner. A boy should at least have a grammar school education and every year of high school is worth its weight in gold. We cannot make a silk purse out of a sow's ear, and to attempt to make a printer out of an ignorant, unlettered boy is love's labor lost. Some one should also interview the parents to determine if co-operation will come from the home, and to explain to them the opportunities of the position, and the terms of the contract. A contract should always be insisted upon. A standard form has been adopted by the apprenticeship committee of the United Typothetæ and Franklin Clubs of America. At first the parents may object to signing a contract, but when it has been fully explained, its fairness is generally admitted, and while in few states such contracts can be enforced in the courts, its moral effect is strong, and it puts definitely in writing just what wages the boy will receive each six months during his term of indenture. In eight years' experience we have had only three cases of "jumping the contract."

PROVIDING FOR DEFINITE TRAINING

Having selected the boy, provision must be made for his definite training. Few boys can drift into good craftsmanship and few journeymen will go out of their way to help him. If the office can afford an instructor, well and good, but the usual office has not enough apprentices to warrant this expense, and the usual custom is to turn this over to the foreman. To my mind this is a great mistake. In any well organized office the foreman has much to do, and if the boy is left to his supervision the chances are he will be very poorly supervised. In most offices there is

always some good old fashioned compositor, who thoroughly understands the compositor's trade, who has love for the craft, and who, if authorized, will take real delight in teaching the boys. Of course part of such man's wages would have to be charged to apprenticeship obligations, but a man so situated without executive obligations will do his work much more thoroughly than the foreman or proprietor who has so many other activities to consider, and his lost production will be repaid many times by the increased efficiency of the boys.

In the pressroom the conditions call for a different method. The feeder is in such close contact with his pressman that if the pressman is a competent one and is willing, he can make every form he puts on his press a lesson in pressmanship. The trouble is that most pressmen are jealous of their trade and let the feeder do as little of the make-ready as possible. The problem is to enthruse the foreman with the possibilities of developing his feeders and through him break down the resistance of the pressmen. One of the reasons that our feeders demand wages beyond the value of their skill is that we have allowed the feeder's position to become a blind alley. If we give our feeders a chance to become pressmen, the wage question will settle itself. The proprietor, however, must keep constantly in touch with the situation, both in the composing room and pressroom, because unless he constantly supplies the enthusiasm and determination, the inertia of any office will smother any scheme of training no matter how well conceived.

WHAT SHALL APPRENTICES BE TAUGHT?

And having selected the boy and the teacher, what shall we teach him? There may be virtue in starting a boy at the devil's job, making him do the drudgery of a printing office, but such work should not be continued too long; and if he is the right kind of a boy, full of spirit and ambition, he should be encouraged by giving an early chance to do real printer's work. This can begin in the composing room, with the simple work of sorting leads and slugs, but he should be taught the case early, the proper methods of composition and given simple jobs of reprint. It is surprising how much interest he will take in setting a job that is to be actually printed, and what rapid progress he will make. In fact, we all underestimate the ability of a boy. In setting the *Encyclopædia Britannica* there were a great many Greek and Hebrew words appearing in the text. None of our journeymen compositors knew these characters, so two of our fifteen-year-old apprentices were taught the alphabets and they set every Greek and Hebrew word in those 29,000 pages. A book that has to be set by hand is usually made school work for our second year apprentices, and the quality of the finished product cannot be distinguished from the regular work of the office.

APPRENTICES SHOULD HAVE ALL ROUND TRAINING

It is the tendency of all foremen who may get a boy who does one thing well to keep him at it in order to increase the productiveness of his department. While it is well a boy should learn each thing well and continue at that particular job until he has acquired speed and learned the drudgery of labor, it is unfair to the boy, and in the long run unprofitable to the proprietor to keep him at any specialty. He should be moved from one job to another until a year before the completion of his apprenticeship course, when he may profitably specialize. In this manner he will be turned out not only a specialist, but also with all-around knowledge and experience in his particular trade.

All the time and money expended in teaching your boys the proper methods of craftsmanship will be repaid in the additional work produced by these boys. Our system of accounting credits the increased production of our boys to the school; after debiting the salaries of the teachers,

the rent of the room, and all other expenses, the school generally shows a small profit. The increased efficiency of our graduates, the loyalty, and the satisfaction to one's self of a good thing accomplished are all by-products.

I have described our system of training our apprentices, and have told you of its success, with one hope—that it may inspire in the minds of some of you a determination to train your apprentices also.



New Government Thrift Campaign

THE expected Thrift Campaign by the Canadian Government is about to be launched. The advertising will be placed direct.

The Canadian public will be solicited to purchase Government debentures and a new form of savings security—notes for \$5 and multiples thereof. These will probably be offered below face value, will bear interest at 5% and will be redeemable at the end of three years or so. The purpose of these small denomination savings certificates is to foster the thrift habit among those to whom amounts of \$100 and larger are quite beyond consideration.

It is probable that the chartered banks of Canada will do some special advertising in connection with the Government Thrift Campaign.



Western Prosperity

WHEN wheat is \$1.70 on the track and likely to go to \$2.00 or over, when oats, barley and flax are correspondingly high, when butter, eggs, beef, mutton and pork are selling for prices never before realized in this country, and the farmers have such an abundant crop as they have this year, do you know what it means to you, Mr. Merchant?

Last year, the farmers of this district had a record crop and prices were considered good. But the greater part of the proceeds were required to meet obligations to the Government for relief and seed grain, to the implement companies for machinery bought before and during the period of drought; to the loan companies and the banks for advances made when times were hard. There was little left for local circulation, but at the end of the year, they were practically square with the world.

But this year, these obligations having been largely met, the farmer has the proceeds of his crops and live stock to spend on himself and his family. Have you stopped to calculate what it means for a farmer to have from 25 to 50 bushels to the acre and to sell his wheat for \$1.70 on the track? Have you ever known the time before when farmers had a clear profit of from \$20 to \$60 per acre on their farms, when the homesteader on a quarter section had from \$2,000 to \$3,000 clear to spend as he likes and farmers of larger farms had proportionately larger profits?

The farmers of the territory tributary to Medicine Hat will have hundreds of thousands of dollars, even millions, to spend this year.—Medicine Hat *Daily News*.



Advertising Scheme for the West

AN advertising scheme, purporting to be a boost for the West, in the form of a book of photographs and press matter describing various cities and districts in the West, is being promoted by the Imperial Publishing Company of Winnipeg, the co-operation of local Boards of Trade and Councils being solicited.

The cost of a page in the book is said to be \$250, with a circulation of 20,000 guaranteed by the publishers.

Robb Sutherland of the Nelson *Daily News*, before the Nelson City Council, stated that he had had much experience with similar proposals and that the sample book was of a cumbersome size and would not attract the same attention as a folder devoted to exploiting of the district's resources circulated in the east for the purpose of encouraging tourist traffic.

Persons wishing to locate in the district, he declared, would not look for information to a book such as had been proposed, but to the recognized published statistics. The placing of judicious advertising with established Eastern journals would, he felt, be a much more satisfactory investment.

Publishers Doings

THE Vancouver *World* offered gift certificates and values from \$10 to \$1 to Christmas shoppers who had completed their shopping by December 20 and who spent the largest amounts at the stores using space on a "shop early" page.

The London *dAdvertiser* offered its readers "The Giants of Lilliputania," a fairy story in toy form.

The St. Thomas *Journal* has a very good automobile section.

The Toronto *Globe* has installed the full leased wire service of the Central News of America.

The Brantford *Courier* produced a Christmas number, with a special military section. It contained 44 pages.

The "shop early" slogan was used by many newspapers and was made a hook on which to hang special advertising.

The Quebec *Telegraph* is offering the "Quebec *Telegraph* Musical Album" to its readers on the coupon-and-cash plan.

The Edmonton *Journal* published a very helpful Shopping Section to assist Christmas gift buyers make selections.

The St. Thomas *Times* published a page of Christmas Greetings from local merchants in spaces of uniform unit size.

The London *Free Press* carried a page of special wholesalers' advertising in which London's Jobbing houses extended seasonable greetings to their customers.

The Lethbridge *Daily Herald* carried four very attractive pages of Christmas greeting cards in its issue of December 23.

The Pembroke *Semi-Weekly Post* is being issued in small size—4 columns to the page and page half the usual depth. It runs 12 pages.

The Montreal *Star* offered a book, "Wild Flowers of Canada," to its readers before Christmas. This book was published by the *Star*.

The Lindsay *Watchman-Warder* produced a special issue in December, featuring its local battalion, the 252nd of Victoria and Haliburton.

The Winnipeg *Telegram's* special Christmas number was described as a Souvenir and Review Number, and consisted of 52 pages. Color was generously used.

The London *Free Press* carries a feature, double-column width, headed "Repair Directory." Here are grouped small advertisements of about 1 inch each of local firms giving a repair service.

The Toronto *Globe's* Annual Review Number, published on January 2, was, as usual, an admirable issue, made valuable by the inclusion of numerous contributions by writers of the first rank, some of them of international reputation.

Directors of the Toronto *Globe* gave their employees a Christmas box in the shape of a bonus of 5 per cent. of their 1916 salaries. This applied to all members of the editorial, business, circulation, and advertising departments. The *Globe* has granted similar bonuses on several occasions in the past.

The Kingston *Standard* had a 38-page issue on December 16, in five sections. Illustrations were numerous and excellent, many of them occupying half-page spaces. Special magazine features abounded, adding to the seasonable interests of this issue. Prominently displayed on the title line of every section was "107th year."

Canadian Machinery, one of the publications of the MacLean Publishing Co., Toronto, in its issue of December 28, contained 428 pages, and was a very notable number in every way. It was an Annual Review Number, and fulfilled the obligations of its designation very happily. One advertiser had a 24-page insert in this issue.

The Halifax *Herald* produced an End of the Year issue on December 30, 40 pages in size. "Halifax, the Gateway of Canada," was the theme of a full page cartoon in two colors. The contents of the issue were a record of the past year's achievements in Nova Scotia, and as such had provincial and even national interest and value. The issue was carefully prepared for, and does great credit to its publishers.

The Kamloops *Standard-Sentinel* produced a 28-page "Progress and Prosperity" edition on December 5. This is a fine achievement for a British Columbia town of 5,500 in these war times. The contents were most interesting and even valuable, being a presentation of pioneer history; development opportunities and outlook. Many portraits of local men of prominence added much to the appeal of this special issue. Issues of this description render their territories a genuine service in interpreting them to local people and others far away who may have or be made to have an interest in conditions and opportunities in the districts dealt with.

The Windsor *Evening Record* published last month a contributed article on Toronto's negro population and which devoted considerable space to a sketch of the career of J. R. B. Whitney, who publishes in Toronto *The Canadian Observer*, a weekly newspaper for his colored brethren. This paper is said to have a circulation of 7,000. It is now two years old. Publisher Whitney is a graduate of Ohio State University.

Le Soleil, Quebec, has just issued a comprehensive survey of its field, which for completeness might well be imitated by other Canadian dailies. In addition to details of its own history, it gives facts about Quebec, its language, people, industries and wealth. Besides this, it gives a long list of small towns in rural Quebec which have no daily newspaper of their own and in which *Le Soleil* is circulated. A catalogue of national advertisers who have profitably used its columns is included as a reference.

The Winnipeg *Free Press* has just completed a unique and effective way of proving and advertising its local circulation. It selected seventy streets, absolutely at random, but located in every section of Winnipeg and suburbs. The *Free Press* employed a corps of canvassers to make a house to house census of each home on these seventy streets. After data had been collected and sworn to as to its accuracy, the *Free Press* published a full page advertisement offering \$500 in prizes for the nearest correct estimates. Later another full page advertisement announced the results and the prize winners.

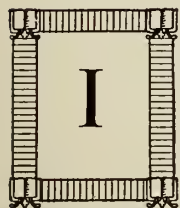
The result of the census showed that out of 7,335 homes reported on by the *Free Press* staff, the *Free Press* reached over 76 per cent. The second paper reached less than 44 per cent., while the third paper reached less than 30%.

London papers enjoyed the best holiday advertising last year that has been their lot, irrespective of the war, for a long time. Without counting special pages or sections, the general run was equally satisfactory in both *Advertiser* and *Free Press*. The latter had several electrical display pages during the month of December. In one instance there was a double page of electrical advertisements, with a generous allotment of reading matter specially prepared. The reading matter was unusually interesting for such a display and the ads. themselves showed tasteful preparation, which made the whole a valuable addition to the paper from more standpoints than the financial. Similarly the *Free Press* did well with talking machine displays and a music page. The *Advertiser* in addition to having many specially designed holiday advertising pages, ran a special Christmas edition of 32 pages on the 16th, which gave the advertisers generous treatment and the reader a genuine feast.

Imposition—The Great Importance of Book Margins

The "Back" and "Head" Makes or Mars the Beauty of a Book or Booklet

By P. O. WELL



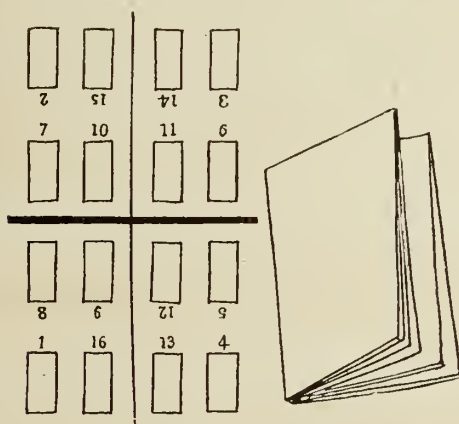
without these?

And so it is that we have the imitators of Mazarin type face, the Jenson, the Aldine shop, the text of Caxton, the beautiful Bodoni, William Caslon and the beautiful Scotch face of Miller and Richard! We swell up with pride and say we are "it," when we are only imitators—and worse—of the masters of the art.

To those who have studied the works of the masters, some modern printing is beautiful—and some is nauseating. Not infrequently one meets Cheltenham bold and modern text together in the same page or advertisement. This is but one of many offences. And the offence is as hideous as if a Dutch windmill and dyke were inserted among the immortals of Michael Angelo in the Sistine chapel.

But still we stick to the page proportions, the margins, and imitate the beautiful hand-made papers of other days, so we have not much to quarrel over in this respect.

Then to the making of margins and how to find them. For this purpose and to make it as plain as possible, the 16-page illustration from December issue is reproduced.



We will discuss this lesson, using a sheet of paper 36 x 24, the commonest size in the majority of Canadian print shops. Folded as in the diagram above it is commonly called 16th-sheet size, but its correct name is "demy octavo," and will suppose that the form is for an "inserted" or "saddle-stitched" booklet. The pages are 40 x 24 picas. Because of the free-opening of this class of work, the furniture between pages 8 and 9, and the same between every other pair of pages, called technically the back, is 2 ems less than the "gutter." The "gutter" is that part of the 16-page form divided by the chase-bars, and is marked by rules in the diagram.

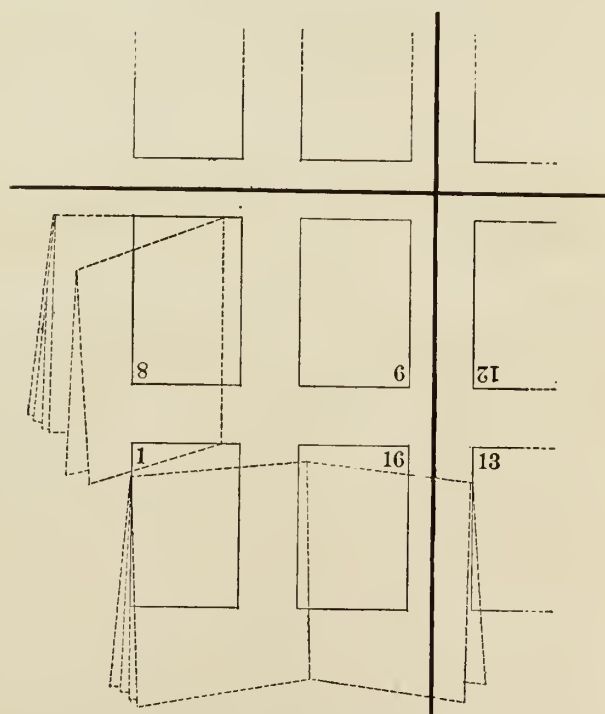
The page, as we said above, is 24 ems wide, and the paper

folded is 6 inches across. Thus the type is four inches wide and the paper 6 inches wide, there are two inches left for "margins" and "trim." The pages in this class of work should be placed nearer the back than in any other class of imposition. The number of ems in the back should be 10, which would leave the booklet margin in the "back" folded 5 ems, and the outer margin, after the pica cut away in trimming, 6 ems or an inch.

The same rule should be repeated at the heads. The illustration will show how this is obtained with the folded sheet. In the gutters the space will be 12 ems, this includes the chase bar. A little close attention and experimenting with the sheet will show the apprentice the reason for this, more than could be said in a thousand words.

In the smaller places, because of shortage of type and other causes that the big city man does not know much of, such as voters' lists, 15th of December statements, and auditors reports, the booklet is "side-stitched" and gathered. Forms of this class should be imposed "flush," that is, the wire-stitch takes up at least 2 ems of the back, and when trimmed the page will be found in the centre. In a side-stitched job, therefore, the back-furniture should be 12 ems and the gutter 12 ems. The head-furniture in both styles of binding is the same. Consult the diagram.

A sheet 36 x 24 folded into quarter sheet will measure 18 x 12. From the edge of page 1 to the edge of page 13 is exactly 12 inches. From the bottom of page 1 to the bottom of page 7 is exactly 18 inches. That is when the proper furniture is placed along and beside the cross bars. The illustration will show and illustrate the proper allowance for "trim" for an inserted or hand-sewn book.



Gauging the form. See accompanying article.

Cost of Lino Composition

THERE are no two machine composition plants where the cost of linotype composition will be precisely the same; and it is possible that if the same job could be set twice in the same plant the cost would not be the same. Hence, when a young man who has just put one machine in with a prospect of quite a large quantity of composition offered at 25 cents a thousand ems, asks what his prospects are for money-making, one hesitates before one offers congratulations.

It has long been the writer's conviction that in these days of keen competition the installation of one machine only in a city plant is not particularly wise, neither can such installation—except in exceptional cases—be made profitable. Where machine composition is produced solely for profit—as distinguished from profitable convenience—not less than three machines should form the plant. It is possible if the owner of these machines is himself an operator—and also “a good fellow”—to meet competition, but not to cut the average cost to any appreciable extent.

The young man who puts in a machine for the convenience of a publisher who says he will keep him half employed at 25 cents a thousand ems, read and corrected matter on galleys, will not make money. Unless he has delved into costs pretty deeply it will be impossible to convince him in advance of the futility of his venture. Experience is the only teacher he will listen to. Here's the record of a three-machine plant bought under advantages.

The three machines cost only..	\$9,670.00
Added to plant at once	880.00
<hr/>	
Present valuation	\$10,550.00
Depreciation, 12½ per cent. per annum	\$1,318.75
Interest on investment, 6 per cent.	633.50
Expenses	582.00
Wages for year	4,786.00
Insurance	172.00
General expenses, pro rata ...	1,129.00
<hr/>	
Annual outgo	\$ 8,620.00

These machines must clear \$8,620 a year before cost is all covered. Let's tabulate this and uncover a few details:

Present valuation of plant	\$10,550.00
Last year's expense.....	8,620.00
Total hours operated	5,904
Cost per hour, nearly	\$1.48
Production in ems	23,944,000
Cost per thousand ems (plus)36

Is it not clear that in this plant time work should not be sold at less than \$2 an hour as a rule—a rule with very few exceptions? Is it not also clear that the average product should realize fully 50 cents per thousand ems?

Practically all the work done in this plant is straight matter and this price covers proofreading and delivering the product in galleys. The proofreaders are under instructions not to be too critical and to give the benefit of every doubt to the firm.—*Ben Franklin Monthly*.



The Question of Delivery

Do YOU know just how much it costs to pack and deliver that little order of one thousand letter-heads or bill-heads?

Suppose you were to keep a record of these things, ye small printers who think that your shipping is too small an item to take any account of; what would be the results?

Only a half-sheet of paper, or a short piece of the roll, a yard or so of string or less of gummed-paper tape and a few minutes time. That is all it takes to get a little package ready for delivery, but if you were to count it very carefully you would find that it really costs about 10 cents. Then the boy's time making the delivery and perhaps a couple of car fares, or say only one because he took another lot on the same trip and divided the expense. And we almost forgot the label and receipt and the time for filling them out.

Quite a formidable array for such a little thing. Only took two hours yesterday, you say, to get out all the work for the day, and the boy was all through before three o'clock. Perhaps, but did he produce anything for the rest of the day, and whose two hours were they?

The actual expense of delivery for the average small job is 15 to 25 cents, and in estimating, a charge of never less than 25 cents should be added for delivery. It is the omission of these little charges that breaks the small printers and keeps them poor. They may run their presses as fast, get as much work out of their compositors and buy their stock just as cheaply (?) as their larger competitors, but the little things that they leave out are keeping them with their noses to the grindstone and spoiling their profits and their tempers.

Add this little 25 cents this year and see what a difference it will make. You will be surprised to find how readily the customer will pay it, and how great a sum total it will be in twelve months.—*Inland Printer*.



The Linotype and Ventilation

EACH machine is provided with a short length of three-inch pipe which is put over the opening of the metal pot. This pipe has a capacity of three times that of the pot opening, and offers an unrestricted outlet for the natural flow of the waste gases. About twelve inches above the terminus of each pipe is the opening of a still larger pipe which enters a duct near the ceiling. Four of these ducts unite into a the three-horse power exhaust fan.

The twelve-inch space or gap which is formed by the two pipes is surrounded by a hood of the shape of an inverted funnel. The rim of this hood is as large as the moving parts of the machine will permit; it extends down far enough to protect the gap from all outside influences. At some point within this gap the natural draught from the burners meets the induced draught from the fan, both draughts having the same rate of flow, and one cannot interfere with the other. The large hood will take care of all gases and contaminated air which does not pass through the metal pot. In addition to this an exhaust duct is placed between each row of machines with openings large enough to induce a continuous flow of air over the machines. Large ducts were also led to remote places of the room to eliminate all chances of the air becoming stagnant.

The best proof of the efficiency of this system is the fact that our worst fresh air fiends now insist on keeping the windows closed. After a lapse of more than two years, since the system was installed, the ceiling above the machines is as clean and white as it was on the day we moved in.

This system we have applied not only to linotype machines, but to monotype and melting pot as well. I consider the conditions ideal. In conclusion I may add that mechanical means must always be resorted to to keep the air in the centre of a large room in circulation. Devices put in opened windows as screens and deflectors will be efficient within a few feet of the window only where the air assumes a circulating motion, turning about itself without travel. I speak from experience.—*Louis A. Schmidt*.

Journal and Free Press, Ottawa, Join Fortunes

Interesting Development in Canadian Newspaperdom — Reasons for the Amalgamation — Norman Smith and William Findlay of *The Free Press* With *The Journal-Press*



THE most interesting happening among Canadian newspapers for many a day is the announced amalgamation of the *Ottawa Evening Journal* and the *Ottawa Free Press*, and the publication of a new morning paper from the *Journal* office, to be known as the *Journal-Press*.

The project is an effort to meet increased production costs, as well as to create a more satisfactory situation in Ottawa from the standpoint of the reader and the advertiser.

Grave perplexity has been aroused in the minds of many advertisers by the existence of three good evening papers

servative paper, the publishers of the *Free Press* were urged frequently to start a Liberal morning paper. It is known that the present Government has wished for a morning paper friendly to them, the *Citizen* having assumed an attitude of radicalism and criticism of the Government's war policy.

At the same time, the *Ottawa Free Press* has been giving a general support to the Government since 1914, its announced attitude at that time being to assist in winning the war, regardless of the fortunes of political leaders or parties.

It is natural, then, that the advent of the *Morning Journal-Press* should be welcomed by those in high circles, its



P. D. ROSS,
President of Ottawa's new morning
daily, the *Journal-Press*.



WILLIAM FINDLAY,
Business Manager of the *Journal-Press*,
Ottawa.

in Ottawa, one of them with a morning edition. To cover all the field it has been necessary to use all three papers, recognized by the publishers themselves as an expensive proposition in view of constantly increasing advertising rates.

A complete advertising campaign will be guaranteed now in Ottawa territory with two papers only, and, needless to say, the bulk rate for the *Evening Journal* and the *Morning Journal-Press* will be considerably less than the aggregate of the two rates formerly maintained.

Both the *Evening Journal* and the *Free Press* have been profitable institutions even during the more intense conditions of war time. Each has enjoyed a large advertising patronage. Both are members of the A. B. C.

The plant of the *Free Press*, which is one of the most modern of its size in Canada, will be largely absorbed in the *Journal* plant.

THE POLITICAL STATUS OF THE NEW DAILY

In a political way, the new morning paper will clear the air in the Canadian capital. In the days of the late Liberal Government, when the *Ottawa Morning Citizen* was a con-

servative paper, the publishers of the *Free Press* were urged frequently to start a Liberal morning paper. It is known that the present Government has wished for a morning paper friendly to them, the *Citizen* having assumed an attitude of radicalism and criticism of the Government's war policy.

"The *Evening Journal* has been an earnest supporter of the present Dominion Government. It is the *Journal's* conviction that the present principles and leaders of the Conservative party deserve public confidence, and above all that in this time of war every patriotic Canadian should wish to strengthen the existing Government's hands to the utmost."

THE HIGH-UP MEN OF THE NEW DAILY

The staff of the *Evening Journal* remains unchanged, while the pick of the *Free Press* staff will become engaged with the new combination.

Associated with P. D. Ross, president and editor of the *Evening Journal*, will be Norman Smith, president and editor of the *Free Press*. Wm. Findlay, vice-president and manager of the *Free Press*, has arranged to dispose of his interests in that paper and will join the *Journal* publishers temporarily to supervise the business organization of the morning and evening editions. J. S. Crate will remain

as managing editor of the *Evening Journal*, while Ross Munro, managing editor of the *Free Press*, will assume the same capacity with the *Morning Journal-Press*.

The Toronto office of the *Journal*, with J. B. Rathbone as manager, will be continued as heretofore, while Bruce Owen will continue as representative in Montreal and district.

In the United States, the Chas. H. Eddy Co., formerly representatives of the *Ottawa Free Press*, will represent the *Journal* and the *Journal-Press*, with offices in New York, Boston and Chicago.

The first issue of the *Morning Journal-Press* was published on January 1. It is a two cent paper, with full A. P. service, as well as its own leased wire.



Ottawa Newspaper Merger

THE new arrangement has been in the air for some months. Three newspapers at the capital were more than the demand warranted, especially in view of the competition from the Montreal publications. The advancing cost of everything required in the publishing business gradually made the situation impossible. Hence the decision for a merger, which will have the incidental benefit of giving Ottawa a strong morning paper, a field which of late years has been very inadequately filled.—The *Winnipeg Telegram*.



Publications Merge

THE *Westminster*, a monthly magazine, and *The Presbyterian* a denominational weekly, both published by The Westminster Company, Toronto, were merged on January 1, and will henceforth be published as a weekly with a special monthly magazine number. The new name will be *The Presbyterian and Westminster*, and the circulation will be 12,000. A rate of 7 cents is being accepted up to March 1. When a rate of 9 cents flat will go into effect.



Newspaper Amalgamation

NO MORE effectual way of dealing with the white paper pinch and other problems pertaining to the increased cost of making a newspaper, could be devised than by transforming two dailies published in smaller cities into one. There is abundant room in this province for such enterprise.

Who will say that Chatham, St. Thomas, Brantford, Stratford, St. Catharines, Kingston, Brockville, Guelph, Peterboro and like cities would not be just as well served with one live newspaper?

Look at the saving to the merchant who feels compelled to advertise in both!

Consider the immense saving in white paper and the duplicating of everything that goes to make a paper.

Many of these papers owing to competition are now just making a fair living. What is going to happen to some of them, with the cost of news print already advanced 60 per cent., to say nothing of the other increase in expenses?

Woodstock and Windsor are fair examples of one-paper towns. These two papers are considered among the best small city dailies in Canada. They are abundantly filling the wants of their constituencies, and are saving the reading public and the merchant considerable money, at the same time making a comfortable living for the publishers.

Two-paper towns should think the proposition over.—The *Windsor Evening Record*.



Better Canadian News Service

THE Empire Press Union deputation to Sir George Perley, on December 9, headed by Lord Burnham, made a plea to have the Canadian government give financial aid to establish better direct cable news service from England to the Dominion.

Lord Burnham's argument was that as the result of the Union's efforts the Australian service had developed, but the Canadian news service had not proportionately improved on the cables. Sir George Perley expressed sympathy with the purpose of the deputation and said that the subject had been frequently discussed. Canada was compelled to accept most of its news from Great Britain through an American association because of the cost. He could not promise

anything beyond laying representations before the Dominion government.



London Advertiser Successes

THE *London Advertiser*, on December 16, issued a 32-page issue. This is the second time this newspaper has produced an issue of this size. Commenting in its own columns on its achievements, the *Advertiser*, with justifiable pride and satisfaction, says as follows:—

Never before in the 53 years of *Advertiser* history has there been such a volume of Christmas advertising in a London paper. To-day the *Advertiser* has 152 columns of advertising and 104 columns of news space. Yesterday 85 columns of advertising were printed, and 75 columns of news space. Fifty-two pages, or 416 columns in two days. Many, many tons of paper!

The *Advertiser* is about to round off the third year of its history in the morning field. The staff can scarcely recognize the papers of a few years ago as coming from the same plant. The morning paper has been a success. *Advertiser* circulation has all but doubled in three years—a record in Canadian journalism. The morning paper was a great new industry in Canada.

The past year has been the greatest year in the history of London business.

PRINTER AND PUBLISHER compliments Mr. Frank Adams, the business manager of the *Advertiser* on the growth of those departments of his newspaper under his direction.



Association of National Advertisers

THE annual meeting of the Association of National Advertisers, composed of the managers who handle the appropriations of 252 national advertisers in the United States, totaling about \$70,000,000 a year, met in Boston Dec. 6, 7, and 8.

At the sessions of this body many subjects of surpassing interests to publishers were discussed; and resolutions adopted. The secretary-treasurer is John Sullivan, formerly advertising manager of the *Montreal Witness*.



1917 Edition of Lydiatt's Book

The attention of *Printer and Publisher* readers is called to the fact that LYDIATT'S BOOK, "What's What in Canadian Advertising," is now being revised for the 1917 edition which will be published March 1st. This book has come to be so extensively used by agencies and advertisers in the United States and England, as well as in Canada in making up their lists, that it is unquestionably of importance to every publisher who desires foreign advertising, that correct and up-to-date information regarding his publication should appear in it. This is particularly true this year in view of the many changes in advertising rates. Not only will the book be used to a greater extent than in previous years, but each publisher should be interested in seeing that the publisher is promptly advised as to his rates for 1917 advertising.

Requests for information, including forms indicating the data required, have been sent to every publication of which record can be found, excepting only those not usually considered of importance to the general advertiser. If any publisher has not received such a request for information he should write and call Mr. Lydiatt's attention to the fact, provided he desires to have his paper listed. Publishers who have received my forms should return them promptly—certainly not later than January 25th. Emphasis might be placed on the fact that Lydiatt's "What's What in Canadian Advertising" is an advertising rate book and not a mere directory. By sending his rate card any publisher can insure that the information will reach practically all general advertisers and agencies who are likely to be interested in his publication. In view of this the matter surely is one demanding his prompt and careful attention.



Ingersoll Chronicle—Correction

IN LAST month's *Printer and Publisher's* News Items it was incorrectly stated that the *Ingersoll Chronicle* had ceased publication. The daily edition of the *Chronicle* has ceased publication but not the weekly edition. *Printer and Publisher* regrets the error made, and hereby corrects it.

Eliminating Liquor Advertising in "Dry" Provinces

The Pre-Christmas Advertising of the Liquor Interests Too Successful, and Leads to the Suppression of This Kind of Advertising in Papers of Influence—The Mails May be Closed to the Liquor Men

THAT prohibition in Ontario is being partially defeated by extensive advertising, would seem to call for no more convincing evidence than the following news item taken from the *Toronto Globe*, in its issue of December 25:—

Tons upon tons of expressed liquors were lying in unopened packages in the express warehouses and in the yards of the Union Station last night. The packages number well into the thousands and are piled roof-high to the full length and capacity of the huge warehouses.

On this question of liquor advertising, W. S. Dingman, Vice-Chairman of the License Commission for Ontario, is quoted as expressing regret at the spirit which seemed so generally to prevail. "It is one of the indications that the people of Canada are not impressed with the seriousness of this war when we find pages of blatant liquor advertisements in some of our great newspapers, and it is further evidence that the words of Mr. J. W. Flavelle, of the Imperial Munitions Board, are needed to sink a lot deeper into the minds of the people."

The Chairman of the Commission, J. W. Flavelle, speaking on this subject of the solicitation of business in Ontario by the liquor men, through the agency of newspaper advertising, has said: "Speaking not as a member of the board, but as a merchant, I think it is up to the business men all over the province to say to publishers of newspapers that they will refuse to advertise in a newspaper which accepts liquor advertising while a measure of prohibition is in force in this province."

It is said that the united license boards of the various provinces which have prohibitive legislation in Canada will apply to the Dominion Government for power to stop the use of the mails to liquor solicitation. There is reason to believe that this will be granted by the Government. The matter was one of the chief subjects under discussion at a meeting at Ottawa last month, when a conference was held of deputy attorney-generals and license commissioners.

Another matter that received attention was liquor advertising in newspapers. The conference did not reach any definite decision as to the course of action which it would be wise in their judgment for them to follow. It will be taken up again at a future conference.

With regard to the use of the mails, it is understood that the action contemplated by the license authorities is directed principally against circularization with order forms already made out with blanks to be filled by those desiring to ship in liquor through outside distributing houses.

In the United States, the undoing of temperance or prohibition legislation in "dry" states by newspaper advertising has led Representative Good, of Iowa, to introduce a bill to exclude from the mails to states in which liquor sales are prohibited all newspapers and magazines containing liquor advertisements.

Among Toronto newspapers which have recently announced that their advertising columns are now closed to liquor advertising are *The Mail and Empire*, the *World* and *The News*, all Conservative in politics. One paper, at least, it is said, was "brought to time" by the threat of a large space-user to withdraw its daily advertisements of liquor advertising was not dropped.

The "explanation" of the change of heart of the Toronto

News was given the readers of that paper in the following announcement:—

For some time liquor advertising has been a question of serious concern to the *Daily News* management, with the war feeling against the liquor traffic strengthened. Three months ago a prohibitory law came into effect. Since then there has been a considerable increase in liquor advertising and it can be argued that a newspaper carrying such advertising weakens the law. There is the further fact that we are at war and that with the additional strain upon our resources, expenditures upon liquor and luxuries are to be deprecated. For these reasons we have decided that we will not accept any contracts for liquor advertising, and will cancel existing contracts on December 30th next.

Anent this subject, the following from the *Toronto World*, under the heading, "Vocational Colloquies," will be enjoyed by many readers of PRINTER AND PUBLISHER:—

Meenister: The *Globe's* nae prentin they whiskey ads, John; it's baith a mortal sin an' awfu' near brakin' th' law o' th' lan' that ye're guilty o', John. Hoo can ye, a philanthropist, be sic a bad man at the one time?

John: Kin you, Preach, tell me how an ole lan'mark can bild hospites an' 4-dek lojes an' help Humber Smith to kill his kaf an' keep Billy frum fluddin' th' town with town lots if he aint got sum side line revenoo? What you ort to do is to have Billy up before Squire Kone an' put in jail fur allowin' them in his paper. He aint no good, he aint got no standin' in the church, an' he lives right across th' Don where th' jail is. Leave th' ole lan'marks to get th' korn an' th' ile.

Preach: It would be a God's mercy gin Weelyum was put intil tolbooth—

John: How's th' *Globe* itself standin' th' strain, Preach, not gettin' th' likker ads?

Preach: Th' countin-hoose is in an awfu' rage o'er it. Maister John MacKay had nae idea that there was til be sae mickle o' ads o' th' kin' til fill pages or he'd no consented til leave them oot. It was all maist providential an' we got nane o' it. Pages an' pages.

John: See, that's what yuh get in gettin' too gay, yung man. Take it from an ole lan'mark that likker ads is better'n Sandy Klaws; an' it helps th' pore likker men to break even after Hurs' and Role, th' dubbel-dyed confisikators, took away their livelihood an' th' bread outen their children's mouths. Tell Mack, to put 'em in an' say to the Jedge when he's up afore him that he didn't know the crop was goin' to be so fat. If Th' *Globe* an' Th' *Tely* both put them in an' Billy didn't we'd stan' a better chanet ov gettin' him in jail over th' Don fur not accomodat' th' advertisin' public! That's my motto—help out th' strugglin' advertiser by takin' sum ov his iron men. Hospites and 4-dek lojes eums high. But I'll put anything onto Billy before Jedge Kone if it'll get him in th' jail fur law-breakin'.

Preach: Ye hae a lot under ye're towerin' hat, John.

John: I'm lookin' at yourn, Preach! There aint much to it.

Th' Preach: Ye'll be hungerin' aifter somethin' th' day, ma freen. It wouldna be they speerit ads?

Joe: When I decided to dispense with that class of business, I had no conception of its copiousness, or I would not have been so rash. It has given The *Tely* and The *Mail* and The *World* a lot of excellent business—from a purely business standpoint. And yet I do like business.

Th' Preach: Th' *Globe* wudna pit its haun til it—

Joe: I was planning in my mind that we might overcome the loss by combining The *Globe* and The *Star*. Paper is high—and there is no liquor advertising. Wages are high—and there is no liquor advertising. But if we put the two papers together and ran them from the one office we would have two revenues and one budget of expense. Even one of them might look with a little less disfavor on the liquor trade. They could be vocational, and yet one not so vocational as the other!

Th' Preach: Ye wudna prent they speerit ads, ma freen?

Joe: A good undertaker can always make his subject more presentable, especially with nickel-plated trims.

John: Joe's goin' to jine up with Th' Globe and make up th' loss ov th' likker ads.

Hok: Indeed!

John: An' Bob Rogers has jined up Th' Ottawa Journal an' Free Press.

Hok: You surprise me!

John: An' Bob wants to jine up Rich's paper with his'n in Winnipeg. There's too many in th' biz all over. Yuh might get Th' Register.

Hok: Will Billy get Th' Tely?

John: Billy Hely Tely!

For the benefit of those who may not be familiar with the Toronto *World's* "Vocational Colloquies," it may be said that this paper finds great happiness in poking fun at Dr. J. A. Macdonald ("The Preach."), of the editorial staff of the Toronto *Globe*; J. E. Atkinson ("Joe"), publisher of the Toronto *Star*; John Ross Robertson ("John"), proprietor of the Toronto *Telegram*, and H. E. Hocken ("Hok."), publisher of *The Sentinel*, organ of the Orange Order.



Papers Closed to Liquor Advertising

THE Ottawa *Evening Journal* has made the following announcement;

"The advertising of malt and spirituous liquors will not be advertised in the columns of the Ottawa *Journal-Press*, Ottawa's new morning paper, the first issue of which will appear on January 1.

"From and after the same date all liquor advertising will also be prohibited from the columns of the *Evening Journal*."

This decision wipes liquor advertising from all the Ottawa English papers, the *Citizen* having taken the step two years ago.

The St. Thomas *Times* cut out "booze" advertising beginning January 1. The *Journal* of the same city had previously done so.

The London *Advertiser* announces that henceforth its columns will be closed to liquor advertising.

The Toronto *Telegram* alone, among Toronto dailies, is publishing the advertising of liquor firms possibly out of a spirit of stubbornness. Some other Toronto papers have been jibing it, and the churches have been holding it up to shame and condemnation, and John Ross Robertson ever likes a fight, and resists coercion of any sort with a fierce joy. So long as he is pushed, the probability is that he will accept all the whisky advertising the whisky men will offer him—in the end to fall into step with the growing host who are set against the iniquity of the traffic that makes criminals and degenerates, poverty and affliction.



Special Christmas Issues

TO PRINTER AND PUBLISHER have come copies of several special Christmas issues. Among them were:—

The *Newfoundland Quarterly*, published by John J. Evans, St. John's, Newfoundland; the *Hamilton Herald*; the *Quebec Telegraph*; the *Camrose (Alta.) Canadian*; the *Brantford Expositor*; the *Brantford Courier*; the *Kingston Standard*; University of Toronto's *Varsity*; the *Sintaluta (Sask.) Times*; the *St. Thomas Times*; the *Kamloops Standard-Sentinel*; the *Winnipeg Telegram*; the *Camora (Sask.) Advertiser*.



Christmas Greeting Cards

PRINTER AND PUBLISHER has been honored by the favor and good-will of numerous publishers, supply firms, and individuals in their sending Christmas and New Year's cards and greetings.

Cordial acknowledgment of these is hereby made, and this occasion and place are used by PRINTER AND PUBLISHER to reciprocate very heartily all kindly sentiments and good wishes, and to extend to all its readers the sincerest of good wishes for their prosperity and welfare during this year 1917—a year pregnant with big issues of world-wide and eternal import.

Greetings were received by PRINTER AND PUBLISHER from Harry C. Stovel, Winnipeg; E. Roy Sayles, *The Times*, Port Elgin; The President and Directors of the Canadian

National Exhibition, Toronto; A. L. Barrett, the *Western Star*, Curling, Newfoundland; Harry W. Leggett, Ottawa; W. A. Monaghan, Halifax; The *Canora Advertiser*, Canora, Sask.; The Modern Die & Plate Press Mfg. Co., Belleville, Ill.; The Rolland Paper Co., Montreal; C. H. Hale, the *Orillia Packet*; the Manager and Staff and representatives of the Advertising Department of the Montreal *Star*; the Chronicle Press of Orange, N.J.; the J. E. Palmer Company, Middletown, Conn.; Clifton Sanford Wady, editor and publisher, the *Pacific Printer*, San Francisco; the Page Printing and Binding Co., Sherbrooke, Que.; Lester P. Winchenbaugh, stationery manufacturer, Boston, Mass.; the International Syndicate, Baltimore, Md.; the Leader Publishing Co., Regina; the Dictaphone, Toronto; Charles Edward Peabody, the Federated Press, Montreal; Mrs. W. J. Rowe, the *Manitou Western-Canadian*; The Vulcan (Alta.) *Advocate*; E. Sterling Dean, Toronto; The Stone Printing and Manufacturing Co., Roanoke, Virginia; J. D. McAr, Calgary; Embossograph Process Co., New York; Edward H. Acrey, Jr., and Arno W. Robertson, Dexter Folder Company, New York; H. B. Muir, advertising manager, London *Free Press*; The EyeBrow (Sask.) *Herald*; Frank D. Webb, advertising manager, the *Baltimore News*; Wm. Hamilton, of Stephenson & Blake, type founders, Toronto; W. D. Taunton, Halifax.



Toronto Mail and Empire

The Toronto *Mail and Empire* has secured the exclusive rights for Canada of the cable service of the London *Times*. This news is cabled and mailed to the *Mail and Empire* daily. With its special resident correspondent, John Kidman, in London, the Associated Press, the Canadian Press Limited, the Canadian Associated Press, and with its own correspondents in every Canadian city, town and village the *Mail and Empire* has a fine news service.



Okanagan Enterprise

ELSEWHERE in this issue of PRINTER AND PUBLISHER is given a somewhat extended account of the recent annual meeting of the Okanagan Press Guild. The report makes very interesting reading, since it deals with bank advertising and the relation of banks to local communities; with the problem of free publicity; and with a plan for the promotion of territorial advertising in the Okanagan Valley district.

So far as PRINTER AND PUBLISHER knows the action of the Okanagan papers for the promotion of territorial advertising is unique in Canada. The plan is co-operative in its features and quotes national advertisers a flat rate of \$1 per inch for insertion for the entire group of papers associated in the enterprise, numbering eight in all. The associated papers are preparing a propaganda to sell their group proposal to national advertisers.

PRINTER AND PUBLISHER commends very heartily this enterprise and congratulates the Okanagan Press Guild on its initiative spirit and good sense.

The experiment will be watched with great interest by many publishers in other territories.



Animus in Kitchener

THE *News-Record*, Kitchener, had its windows broken and damage done to the extent of \$500 by a mob on January 2 in connection with local municipal elections. The *News-Record* favored a Citizen's Slate as against the British League Slate—the two divisions into which the city was split. The victory of the Citizens' party angered the British Leaguers and on the *News-Record* the rage of the latter fell.

News Print Price in Canada

NO AGREEMENT between Canadian publishers and Canadian makers of newsprint has yet been reached, though an early settlement of the question at issue is certain. The probability is that a price somewhere between \$2.05 and \$2.25 will be established for 1917. In the meantime, in the case of lapsed contracts paper makers have agreed to continue to supply their customers and to accept the price to be arrived at for quantities thus supplied.

Not a few publishers of Canadian dailies have signed contracts for 1917 at 3 cents; and some at higher figures—this under the pressure of circumstances.

While outwardly the paper makers keep up a stiff front there is reason for thinking that they are weakening in their general attitude in view of transpirings in the United States. There the Department of Justice is being asked to believe that a Trust exists between the newsprint makers of Canada and the United States, and to investigate matters from his angle of enquiry; and on the face of things, and from evidence in hand, the fact that illegal combinations and agreements exists would seem soundly established, and PRINTER AND PUBLISHER hears that there may be some very sensational developments.

As to whether or not the law affecting trusts and combinations in Canada has been transgressed by the paper makers may or may not be enquired into. In Canada, for some reason or other, we have small will to get to the bottom of things—perhaps on the principle of "Whoso among you is without sin, let him cast the first stone." The canners of Canada have long been under suspicion as being illegally allied; the engravers of Canada are declared to be illegally allied; and so, too, are the makers of newsprint; and doubtless others; but our Government seems to wait on public opinion to become clamorous before taking action. Perhaps some day and our moral will wax synonymity.



Canadian Press Association

THE work done by the Canadian Press Association in 1916, and some notable incidents are briefly summarized, as follows:

A vigorous campaign for higher subscription rates, particularly among local weeklies.

A notable campaign to secure for publishers a price for newsprint from the paper-makers within the ability of publishers to pay. The importance of the C.P.A. work in this direction, viewed solely by the dollars and cents standard, is almost past reckoning.

A successful campaign for new members several "hard ones" have seen the daylight, particularly through the window of the campaign to obtain a favorable price for 1917 on newsprint.

Good field work on behalf of the C.P.A. by W. E. Smallfield, the Renfrew Mercury; E. Roy Sayles, the Port Elgin Time; J. G. Elliott, the Kingston British Whig, and A. R. Alloway, assistant manager of the C.P.A.

The return of the manager, John M. Imrie, to active work.

The appointment, on a permanent basis, of an assistant manager—A. R. Alloway.

The 58th Annual meeting of the C.P.A. in Toronto, and the excursion on the Great Lakes to Fort William, Port Arthur and Sault Ste. Marie, which followed it.

The re-arrangement of the boundaries of the territorial divisions of the C.P.A.; and the several meetings of these divisions.

Effective solicitation and promotion work for Government and other advertising. (Government advertising, in addition to its usual advertising, amounted to upwards of \$200,000 in the year, with more to come).

The extension and strengthening of the Bulletin service to members.

The adoption of a Standard of Practice in relation to Advertising.

Progressive work designed to give greater protection to recognized advertising agencies.

The removal of the offices of the Association to larger quarters in the Excelsior Life Building.

C. P. A. NOTES

The campaign for members is bearing fruit, applications having been received from the following:

DAILY SECTION

Herald, Nanaimo, B.C.; *Le Droit*, Ottawa.

WEEKLY SECTION

Chronicle, Ladysmith, B.C.; *Echo*, Hawkesbury, Ont.; *Review*, Vankleek Hill, Ont.; *Standard*, Pembroke, Ont.; *Leader*, Morrisburg, Ont.; *Leader*, Eganville, Ont.; *News*, Smiths Falls, Ont.; *Post*, Pembroke, Ont.; *Gazette*, Chatham, N.B.; *Journal*, Ashcroft, B.C.; *Record*, Peace River, Alta.; *Times*, Treherne, Man.; *Express*, Elora, Ont.; *Reporter*, Athens, Ont.; *Watchman*, Arnprior, Ont.; *Times*, Almonte, Ont.; *News*, Iroquois, Ont.; *Advocate*, L'Orignal, Ont.

There has been a total net increase of 88 in membership since April 30, 1916.

* * *

A ballot is being taken on the question of where this year's annual meeting shall be held. The three places named on the ballot paper are Halifax, Toronto and Winnipeg.

* * *

The Committee representing the publishers in connection with the newsprint situation had a conference with Sir Thomas White in Ottawa, on December 22. (See elsewhere statement regarding the present position of affairs). In addition to this conference, three members of the newspapers' Committee and the Manager had interviews with the Minister of Finance on other days.

* * *

At the recent hearing of the U. S. Federal Trades Commission at Washington to have discussed the matter of newsprint prices in the United States, John M. Imrie, manager of the Canadian Press Association was in attendance to watch the proceedings in the interest of Canadian newspapers.



Canadian Papers Increase Subscription

DAILY newspapers in Canada that have recently made increases in their subscription rates, either city or outside, or both are:

Brantford Courier; Brantford Expositor; Brockville Times; Chatham News; Chatham Planet; Cobalt Nugget; Galt Reporter; Kitchener News-Record; Kitchener Telegraph; London Advertiser; London Free Press; Niagara Falls Review; Sherbrooke Record; Toronto News; Toronto Star; Windsor Record. Second Advance; Edmonton Journal.

Weeklies that have recently announced a \$1.50 rate. (This in addition to the list previously published in *Printer and Publisher*) include:

ONTARIO—Alexandria News; Alexandria Times; Aurora Banner; Bruce Mines Spectator; Hawkesbury Echo; Hawkesbury Le Moniteur; Iroquois St. Lawrence News; L'Original Advocate; Merlin Standard; Morrisburg Leader; Oshawa Reformer; Prescott Journal; Thessalon Advocate; Vankleek Hill Review; Victoria Harbour New Era; Whitby Gazette and Chronicle. MANITOBA—Dauphin Herald; Dauphin Press; Elkhorn Mercury; Oak Lake News; Virden Empire Advance. SASKATCHEWAN—Eyebrow Herald; Weyburn Review. ALBERTA—Youngstown Plaindealer; Hanna Herald; Vegreville Observer; Wainright Star. NOVA SCOTIA—Truro News.



\$1.50 Rate for Weeklies

THE advance in the price of the weeklies and semi-weeklies from \$1.00 to \$1.50 per annum along what are termed the North Shore Counties of New Brunswick, stretching from Campbellton to Moncton, has proven to be a success. There is practically no disturbance of circulation. Most of the newspapers report having obtained as many new subscribers voluntarily as they lost old ones. The change practically had no effect upon circulation. On the part of the semi-weeklies, however, issued by the dailies, there was in some cases a slight transfer of semi-weekly subscribers to the dailies, but the subscribers were not lost to the publishers. It was a mere transfer.



Bay of Quinte Press Association

THE Bay of Quinte Press Association met at Napanee on December 5, with a representative attendance of publishers and editors of the district. E. J. Pollard, Napanee, presided. Joseph Elliott, president of the Canadian Press Association, spoke on the subject of advancing the price of newspapers.

All expressed a willingness to make announcement of advance as soon as other publishers in the same town or neighboring towns did the same.

Publications Received

TYPES OF NEWS WRITING.—By Willard Grosvenor Bleyer, Ph.D. Published by Houghton, Mifflin Co., The Riverside Press, Cambridge.

This book has been prepared with the purpose of furnishing students of journalism and young reporters with a large collection of typical news stories. For newspaper workers it is offered as a handbook to which they may turn in a particular case to find out what news to get, where to get it, and how to present it effectively. A considerable part of the book deals more or less with routine news, because it is with this type that a large portion of the reporter's work is concerned.

The stories have been grouped in chapters partly on the basis of subject matter and partly on that of the methods used. In each chapter has been included a brief discussion of the chief points to be considered in analyzing and in writing the type of story in that division.

The selections in this book have been taken from daily newspapers in all parts of the country, and may be said to illustrate current practice. The name of the paper has been attached to each example.

PRINTER AND PUBLISHER most cordially commends this book to all newspaper editors and reporters for its value. The book should be available in all offices for the constant use of their reportorial staffs; and it were well for every newspaper writer to possess the book on his own account, for his better education; the extremely practical character of the book and its selections endow the volume with peculiar value; the selections are grouped under such headings as Fires and Accidents, Police News and Crime, Criminal and Civil Courts, Investigations, Legislation and Meetings, Speeches, Interviews and Reports; Exhibitions, Entertainments and special Occasions, Politics and Elections, Labor Troubles and Strikes, Sports, Society, Miscellaneous and News, etc.

A good index is a commendable feature of this volume.

ADVERTISING BY MOTION PICTURES. By Ernest A. Dench. Published by The Standard Publishing Co., Cincinnati.

Mr. Dench is a journalist and author who specializes in motion pictures and may be regarded as an authority on matters pertaining to the "Movies" world. In the volume under review he writes breezily, easily, informingly and interestingly on the application of moving pictures to the purposes of advertisement—for manufacturers, department and retail stores, cities, publishers, real estate dealers and so on. The book is a pioneer one, and while obviously a special plea for the use of moving pictures as a form of advertising is suggestive and constructive, and a veritable text book on how to go about the business of advertising by motion pictures. It gives instructive figures of cost, direction, ideas, and illustrations.

The book is a timely volume and has undoubted value, coming as it does from one so well informed, so enthusiastic and so helpful, and because of its suggestive and meaty character.



Curling and Wrinkling of Paper

ONE OF the more fruitful causes of curled edges and wrinkling is the too speedy stacking of cut sheets from paper that has only recently left the paper-making machine, from which it has come in a practically bone-dry condition. The edges being in contact with air speedily absorb 2-3 per cent. moisture, which the centre, by reason of its enclosed and weighted condition is unable to do, and the consequent distortion of the sheet, by reason of the unequal initial absorption often becomes permanent.

Since paper packed and tied up in reams is unable to curl, any expansion by reason of absorbed moisture will

take the form of wrinkles, and it is often the case to find that by storing in a damp atmosphere, or under conditions of widely alternating degrees of humidity, the original nicely flat condition of the sheets is quite spoiled when the ream is opened up for use.

With regard to the storage of paper, one is not entirely at the mercy of changing conditions of the atmosphere, since scientific instruments, from the simple wet and dry bulb thermometer, to the finely adjusted hair hygrometer may enable one to regulate the relative humidity of the atmosphere by the aid of suitable arrangements for the admission and circulation of prepared air currents.

It is often the case that the air of the room in which the paper is opened up for use is in a comparatively warm and dry state to that in which it has been kept in stock. In such cases the sheets will begin to accommodate themselves to the changed conditions, and as one side is usually able to do so more quickly, the unequal contraction of the two sides causes a tendency to curl toward the surface that is more exposed.



Wise Saws for Everybody

HASTE makes waste.

Industry needs no wish.

Little gains without pains.

Many light gains make heavy purses.

Little strokes fell great oaks.

Lying rides upon debt's back.

The gods are liberal to the industrious.

The sleeping fox catches no poultry.

He who would catch fish must venture bait and time.

Approve not him who commends all you say.

Love your neighbor, but don't pull down the fence.

The eye of a master accomplishes more than his hand.

Pay what you owe and you'll know what's your own.

Try not to hunt two hares with one dog.

Diligence is the parent of good luck.

There's a great famine when wolves eat wolves.

The discontented printer never finds an easy chair.

The gods help those who help themselves.

Drive well thy business or it will soon drive thee.—*Ben Franklin Monthly.*



Cost and Selling Prices

MACHINE composition, ordinary commercial composition, cannot be produced for less than 37 to 40 cents a thousand ems, and no matter what it can be produced for or bought for should not be sold to the ultimate consumer for less than 80 cents, and in small quantities the selling price should not be less than \$1.00.



Cut Out Unimportant Reading Matter

THE American Newspaper Publishers Association paper committee says: "It should be the aim of every publisher to keep reading matter under 40 per cent. of advertising matter, even though in many cases some papers have been inclined to feature a large percentage of reading matter over advertising. Present costs and conditions make it an absolute necessity to cut this percentage to a minimum."



Foreign Publications Banned from Canada

DIE Abendschule, a fortnightly magazine published in German at St. Louis, Mo.; *Biez Bozy*, a Polish paper published in Milwaukee; *Wettlicher Herald*, *Volksblatt des Westens* and *Sonntags Winona*, all published at Winona, Minn.; *Der Wanderer*, published at St. Paul, Minn.; *Narodna Wola*, a Ruthenian paper published at Scranton, Pa.; *The New York Freeman Journal*, *The Tagliche Abend Presse*, and *The Cincinnati Free Presse*, published in Cincinnati, have all been forbidden the mails under the war measures act.

OPPORTUNITY

THEY DO ME WRONG WHO SAY I COME NO MORE
WHEN ONCE I KNOCK AND FAIL TO FIND YOU IN;
FOR EVERY DAY I STAND OUTSIDE YOUR DOOR
AND BID YOU WAKE, AND RISE TO FIGHT AND WIN.

WAIL NOT FOR PRECIOUS CHANGES PAST AWAY,
WEEP NOT FOR GOLDEN AGES ON THE WANE!
EACH NIGHT I BURN THE RECORD OF THE DAY—
AT SUNRISE EVERY SOUL IS BORN AGAIN!

DOST THOU BEHOLD THY LOST YOUTH ALL AGAST!
DOST REEL FROM RIGHTEOUS RETRIBUTION'S BLOW?
THEN TURN FROM BLOTTED ARCHIVES OF THE PAST
AND FIND THE FUTURE'S PAGES WHITE AS SNOW.

ART THOU A MOURNER? ROUSE THEE FROM THY SPELL;
ART THOU A SINNER? SINS MAY BE FORGIVEN;
EACH MORNING GIVES THEE WINGS TO FLEE FROM HELL;
EACH NIGHT A STAR TO GUIDE THY FEET TO HEAVEN.

LAUGH LIKE A BOY AT SPLENDORS THAT HAVE SPED,
TO VANISHED JOYS BE BLIND AND DEAF AND DUMB;
MY JUDGMENTS SEAL THE DEAD PAST WITH ITS DEAD,
BUT NEVER BIND A MOMENT YET TO COME.

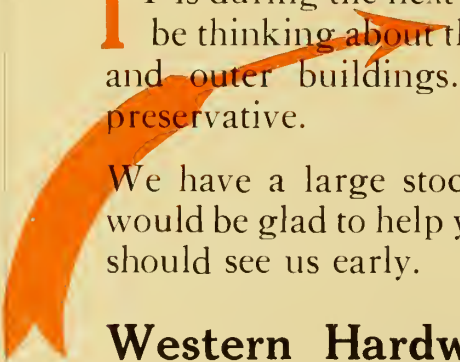
THO' DEEP IN MIRE, WRING NOT YOUR HANDS AND WEEP;
I LEND MY ARM TO ALL WHO SAY "I CAN!"
NO SHAME-FACED OUTCAST EVER SANK SO DEEP
BUT YET MIGHT RISE AND BE AGAIN A MAN!

WALTER MALONE'S ANSWER TO SENTOR INGALLS' "OPPORTUNITY"



An Inside Point

Suggestion for front page of mailing card.



IT is during the next two or three months you should be thinking about the brightening up of your house and outer buildings. Remember that paint is a preservative.

We have a large stock of paints and varnishes and would be glad to help you in your color schemes. You should see us early.

Western Hardware Supply Company
Edmonton, Alta.

An inside page.



hold up!

We want to take this chance to tell you of our prompt delivery service to the suburban districts.

One trial order and you will be one of our regular customers.

Langley, the cleaner 5 stores

A card which could be applied to numerous lines of business.

Your attention has been called—*numerous times*—to the quality of

Planet Flour

the best for family use

Another example of attention-compelling composition obtained by the simple grouping of bold lower case.

Immense factories kept
busy through advertising

We ask you —

**“have
you
—
enough
business?”**



**More people advertise in the
“Leader” —and more people read
the ads last year than in any pre-
vious years. You should ask about
our rates. Contracts now ready.**

Suggestion for blotter arrangement.

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No. 1.

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Announcement

BEGINNING with the February issue, PRINTER AND PUBLISHER will alter its style, changing from two columns, each of 20 ems width, to the page, to three columns, each of 14 ems width; and from an 8-point type face, set on a 10-point body, to 8-point solid. Also the contents pages will be omitted, and the 4-page insert of typographical samples in two colors.

These changes are in accord with the requirements of the paper situation, and of sound business. The grade of paper used by PRINTER AND PUBLISHER has risen very sharply in price during the last year, and publishing costs in other directions have likewise advanced.

By setting in 8-point and by using three columns to the page, instead of two, it will be possible to economize space, and to give an equal amount of reading matter in fewer pages.

Both business prudence and the obligations of conservation of paper, call on all publishers to use less paper than formerly. Economies in this direction now will bring about the earlier the former situation of lower prices and adequate stocks.



Public Opinion and Booze Advertising

IN ONTARIO, public opinion has been offended by the great amount of "booze" advertisements carried in certain Canadian dailies during November and December, and has been expressing itself in rather vigorous language, affirming that such advertising is more than merely offensive—that it is traitorous, out of accord with the spirit and intent of the law by which prohibition went into effect in Ontario on September 16 last, and that the effect of such advertising is to make the law of little avail.

The churches in particular have been protesting against the excessive amount of liquor advertising appearing in the public press, and from pulpit and in the form of resolutions, they have called for the elimination of booze advertising from the newspapers.

Likewise, certain advertisers have objected to the presence in the daily newspapers of so much liquor advertising, and PRINTER AND PUBLISHER learns that the weight of their objections, in regard to certain papers, was sufficient to make the publishers decide to exclude liquor advertising from their columns.

Many Ontario dailies and weeklies have been excluding liquor advertising from their columns for many months—particularly certain leading Liberal papers, not always on moral reform grounds, but because they felt called upon to do so to be in accord with the Liberal propaganda for suppression of the liquor traffic.

Now, numerous Conservative newspapers are omitting liquor advertising, not always on moral grounds, but because of the pressure of public opinion.

PRINTER AND PUBLISHER notes no lesson to publishers and advertising managers on this question, but it asks the question: Is it good business for publishers to allow their pages to reek with booze advertising? The publisher who accepts such advertising may obtain desired revenue in goodly amounts for a time, but does he not lose something of equal, or even greater, worth? Money sometimes is purchased at too great a price.

One thing seems clear: The liquor interests have by their ardor, by their lavish expenditures on advertising in the newspapers, been hurting their own business; they have played into the hands of the temperance and prohibition parties; they have succeeded in having closed to them the advertising columns of many newspapers that might not have been required to eliminate booze advertising had it been done in normal amount; they have developed unformed and voiceless public opinion into clamorous protests against the liquor interests.

Newspapers which run counter to public opinion, which defy public opinion and which ally themselves to interests and movements inimical to the public good, pay in money for their arrogance and errors, and in the last analysis it is the money cost of mistakes that leads editors, business managers and stockholders to correct their ways, and puts some heads into the basket.

PRINTER AND PUBLISHER suggests to publishers, and to business and advertising managers, who say, "Damn public opinion! We want the money!" that very frequently the money wanted has some relation to, and dependence on, public opinion.



The Paper Situation

THE paper-makers and their customers, the publishers in the United States, seem to be playing a very pretty game of checkers.

The Federal Trade Commission of the American Government has been for many months investigating the paper situation in the United States and Canada, and its report was issued last month. This report showed that the cost of manufacture had not increased of late years, but had actually decreased. For example, the cost of producing a ton of newsprint in 1913, was \$33.41; 1914, \$33.08; 1915, \$32.20; 1916 (1st 6 mos.), \$31.92.

The Report also showed that in Canada the average cost of producing a ton of newsprint was \$4.50 less than in the United States—this for the first six months of 1916—about \$28.50 per ton, or \$1.42½ for 100 lbs.

The trouble in the United States and in Canada is not merely one of price; it is also one of supply. Paper mills

have not been ready to contract to give a full year's supply guaranteed, but only from 75 per cent. to 90 per cent. of the quantity required by the publisher. Thus there is left from 25 per cent. to 10 per cent. of the publisher's requirements to be purchased where and at what price he may be able; and the inevitable conclusion is that if the paper-makers have their way, publishers may have to pay through the nose for the unguaranteed portion.

In both the United States and in Canada, it would seem that the paper-makers are intoxicated with the knowledge of their power and with the immense profits which they have been able to make as the result of the extraordinary conditions that somewhat suddenly developed. It would seem, also, that the spirit of revenge is contributing to the difficulties of the present position—this in the United States. In the past the newspaper publishers have held the whip and that they applied the lash stingingly at times the paper-makers know, and the publishers know.

The clear fact is that it pays neither publishers nor paper-makers to wear a chip on their shoulders, to flourish and crack whips, and occasionally to use them. In business there must be give and take and good will. Organized publishers can no more afford to apply the "squeeze" in the days of their supremacy and might than can the organized paper-makers.

The game of checkers is not yet played to a finish in either Canada or the United States; nor will it end so long as publishers and paper-makers hug their antagonisms and spume forth their hot challenges.



On the Selling of Printing

THE printing business in Canada has improved very much during the last year. This is explained by the prosperity of the Country more than by good salesmanship on the part of printers.

It has to be insisted on without cessation that the saturation point in respect to printed matter is rarely reached by any firm. Even the humble repair dealer can use printed matter, and the giant firms, who do a national business, use as a general thing only a fraction of the printed matter they should use. In between these are thousands upon thousands of business houses, most of them small, who can use printing; but they must be shown how by the printer.

A new year has opened and prospects are very bright for printers—especially for those printers who employ the arts and methods of real salesmanship, who will be creative.

Creative salesmanship involves thought—thought in relation to individual firms. Out of such thought, ideas aplenty will come, and when good ideas, presented, probably with an accompanying dummy, are taken to a prospect, an order is likely to result in the great majority of cases, and a full profit obtained.

One thing that helps the printer to get orders is the offer of a mailing list. Many firms called on have no mailing list; and it is this lack of a mailing list that becomes and remains the obstacle in the way of orders. So it becomes good business on the part of printers to take the trouble to compile mailing lists, and to offer a mailing service to their prospects and customers.

Also, it is wise for a printer to encourage, in such ways as he may be able, his prospects to build up mailing lists, for when a good mailing list is possessed, the desire to use it is born and grows.

PRINTER AND PUBLISHER has frequently urged this point of view—that creative salesmanship will keep a print-shop profitably busy all the year round; but there is always need to preach the gospel and always need to stimulate printers to do the right thing—for their own profiting.

Deceptive Advertising

IN THE United States the law forbids the publication in the public press of advertisements disguised as reading matter and which are not specially tagged as advertising. The law reads as follows:—

All editorial or other reading matter published in any such newspaper, magazine, or periodical for the publication of which money or other valuable consideration is paid, accepted, or promised shall be plainly marked "advertisement." Any editor or publisher printing editorial or other reading matter for which compensation is paid, accepted or promised without so marking the same, shall upon conviction in any court having jurisdiction, be fined not less than fifty dollars (\$50) nor more than five hundred dollars (\$500). (Act of August 24, 1912.)

If Canada had a similar statute—and it should have—the lot of publishers would be easier, and the Canadian Press Association would not have to send out so many yellow bulletins.

On this subject of making advertising governed by law, something in Canada should be done to bring to book retailers and others who publish false or misleading advertisements. It is a public scandal how retailers in our Canadian cities deceive the public by their advertising; and few publishers concern themselves with checking up fraudulent statements. "Let sleeping dogs lie" is some publishers' attitude; also, "Let the buyer beware; it is no business of ours."

Occasionally some Canadian advertising club affiliated with the A.A.C.W. develops a spasm of energy, and with the "truth" motto of the A.A.C.W. as a slogan and spur goes after some flagrant offender and hales him before a local court; but something bigger, better and more faithful is needed, if honest advertising alone is to be published.

The business of prosecuting advertisers who publish false or misleading advertisements can very properly be a charge on merchants' and manufacturers' and advertisers' associations, and perhaps, to a lesser extent, on the Canadian Press Association; and it might, quite as properly, be the duty of the police department of municipalities, for it is hard to draw the line between the offence of the thief who robs by stealth and the retailer who robs openly. Most of us prefer the professional thief to the retailer who advertises "\$2.50 shirts for 89 cts.," and similar mis-stated values; and who brazenly describes his paint as being a compound of the best white lead and the best linseed oil when the white lead is of a very inferior quality and when there is not an ounce of linseed oil in the compound.



Drop Free Copies

MANY publishers of daily, weekly and class publications have on their mailing lists a goodly number of addresses to which free copies are sent—either as exchanges or complimentary; and every copy so sent out costs the publisher dollars or cents per annum—for production and mailing costs.

The present is a good time to clean up mailing lists—good because January is a month of stock-taking and cleansing; and good because of the paper situation.

A printed note can be mailed to those receiving free copies, saying that the free copy will be discontinued without further notice, unless the receiver can show cause why the free copy should continue to be sent.

PRINTER AND PUBLISHER knows of instances where the papers received are never taken from their wrappers, but find their way unopened to the waste-paper basket, the fire, or the waste-paper gatherer.

Printed & Pointless

BY SIX-POINT BILL

"YOU can hardly blame a press agent for getting all the free publicity he can and thus draw down a robust salary!" says a writer. And the same may be answered by saying that "You can hardly blame the fellow for using the black jack when he wants your watch and pocket-book on a forced loan," so that he can live on canvas-back duck, Mumm's extra dry, winding up with real Cubanolas from Havana, and handling the waiter a five-spot. To my old-fashioned way of thinking there is no difference in the ethics. No matter by what front name you call him to dinner, a crook is a crook. What is the difference between the fellow who "cons" Uncle Josh into signing a contract for a potato-bug killer operated between two bricks, the same being a promissory note, and the fellow who by seductive letter gets free publicity, baited with a near-promise of display contract advertising that never comes. The free publicity artist kills two birds with one stone—first he "gets" the publisher, and then he "gets" his principal and charges him for the space he paid nothing for. It takes a certain amount of courage to use a black jack, but the other—what can you say for him?

"Peace!" Perhaps before this reaches the reader in January, peace talk will have given way to peace discussion with the cards on the top of the table. I'm convinced that representatives of the warring nations will be together in the same room—well, by St. Patrick's Day. My reason for saying this is the "news" on the commercial and financial pages. The front-page news never convinces yours truly when it comes to the diplomats diplomating diplomacy. Somehow or another the stock exchanges have "inside" information. How much it costs to get it is another story, but the "inside" is not the outside, and that's not Hibernianism. Well—as I was saying peace, there is this to keep our eyes on: Paper mills are shutting down in Sweden at this writing (before Christmas Day), the owners of the large German mercantile fleet laying in the rivers and harbors of the world are asking for cargoes. Of course, they got the "tip." All of which goes to show that peace may cause war in the making of paper.

"Printers never raise their prices." In my peregrinations I meet that remark very frequently, and I want to say plainly that it makes me feel like 29 cents, and that's one cent less than 30. Some have hard things to say of the paper makers, but I honestly admire their pluck. For years they sold at what may be called the bread-line; their employees worked 12 hours a day in the mills, and such things. And now, because the paper maker is starring in "Paid in Full," the audience do not like the play-acting. The printer and the paper makers did their parts only too well. Others were made rich, and the printer and publishers were made poor. My sentiments are: Get the price, which should include a fair profit on the capital employed, and a decent salary for the printer. I never knew a printer who

"passed out," even if he lived till 90, who needed pockets in his shroud. The one lonesome printer that went "to that hourn" and left a million or two behind, jumped the type boxes for pill boxes.

"Tradition!" How would the assignee and the sheriff get along without their running mate? "Tradition!" How much have you cost the printer? Spacing, dividing words, moving a lead here and there half a dozen times; you must not do this nor do that because "Trad" says so. I'm just that much of an iconoclast, I'd like to use a baseball bat on this same "Trad." The crash would be music to my ears. If it were not for "Trad," publishers would cut out a column on each page, and save the white paper, and



get as much in a paragraph as is now printed in several inches. The founders of printing kept the secret to themselves, and fooled the people, making them believe that it was the work of the Scribes. It started out all right, but "Trad" got his hold and he has hung on till the end of 1916. Why not start the New Year with "Trad" a dismissed guest?

One of life's "Whys." You've seen the word-master convince a jury; you've seen the eloquent statesman sway a nation; you've seen a powerful newspaper correct a public mistake; you've seen all these and more. But did you ever see the man, woman, statesman, lawyer, editor, preacher or ad. man that could convince a precious kid how Santa Claus and his pack got down a 10-inch chimney flue and out of a six-inch stove pipe vent into the room where little Six-Point Bill's longest stocking was hanging—and keep him convinced for a longer period of time than three seconds.

"Auction sale bills executed with neatness and dispatch." It appears to me that I've seen that somewhere. I executed a few myself, but they wouldn't stay executed. As to "neatness" and "dispatch," well—George Washington like—I, used the

hatchet. Once upon a time I ran a town newspaper, and the auction sale bill bobbed up among the general run of job work. The auction sale bill is like the sugar barrel to a grocery store, it uses up a lot of money and the profits run second to loss 99 starts out of every hundred. When paper was selling for 3c, when black news ink could be purchased for 8c, when the foreman drew down the excessive salary of \$8 per week, and when the senior apprentice took in the movies, the skating rink, the church bun feeds and wore socks-that-mother-knit all on three dollars per week and boarded and clothed himself, the boss did not lose more than 10c on a hundred half sheets at \$3. But—gone are the good old days! One afternoon, I decided to investigate Auction Sale Bill. I went into the composing-room, dug up a wooden composing stick, a steel chase, and a bundle of galleys, rolled up my sleeves and started on Bill. The "list" came first, set in 24 pt. and 18 pt., and went down Bill for 7 inches. The "Terms" were a "pick-up" with a little run-over. The location of the sale, the "time" and so on took another four lines of 24 pt. Then came the date line, the vendor's name, the heading, etc. Didn't need to change a line to make things fit; locked Bill up, put him on a cylinder press, cut the stock, pulled a proof, not a correction, pulled on the belt on the tight pulley, and started the press. Ran 20 sheets, stopped, put some ink on the plate, started up again, ran 25 or so, more ink, stopped, repeated the ink dose a couple of times more, and Bill was finished. Looked at my watch and found that Bill had used three hours and a quarter of my time and then there was the folding and wrapping of Bill in a parcel. Three hours and a half was the time I consumed, and I sold the 100 half sheets for \$3. How much did I make? Didn't make at all. I actually lost \$1.69. And printers in 1917, with the increased price of paper, ink, wages and the boss' grub, are selling 100 auction sale bills for \$3.50. A hundred auction sale half sheets are worth \$5 if they are worth anything. If the farmer gets from other people as much for his money as the printer gives him in auction sale bills, in ten years he should have J. Pierpont Morgan backed off the map.

I cannot leave Auction Sale Bill so abruptly as that. Bill and I are old friends. A friend in need is a blamed nuisance—sometimes. Misery likes company, and all the other old saws you like to put in here. Auction Sale Bill is worth \$5. That's a few cents more than some other bills are worth. But—you'll find this in some papers: "If you get your Auction Sale Bills printed at this office, your list will be inserted free. If your bills are printed elsewhere, 5c a line will be charged." Then 50 lines are printed free, two insertions, which amounts to \$5 more. Thus the intelligent thought moulder of the small town hands out \$6.50 as a bonus for a \$3.50 Auction Sale Bill. Don't you believe it! This is not overdrawn, not by one syllable.

Okanagan Press Guild Meetings

THE ANNUAL meeting of Okanagan Press Guild was held at Penticton on November 23, 1916. These were present: President Ball, H. M. Walker, secretary-treasurer and the following members: Messrs. White, McDougall, Moore (Salmon Arm), Leathley and Ruffel (Kelowna), a 99 per cent. attendance.

BANK ADVERTISING

The following resolution was moved: "That, whereas, a number of the banking institutions of the Dominion doing business throughout the Okanagan Valley have restricted the amount of printing done in the towns in the Valley in which their branches are situated to a point where it is practically non-existent; and

Whereas, within the past year or two the advertising of these banks has been done through advertising agencies instead of through the local branches with the result that practically all advertising of their particular banks has been dropped in the district; and

Whereas, the newspapers of the Okanagan District are doing a good work, not only for their own towns, but also in a general way; and

Whereas, they are not only deserving of support from these banks for business reasons, but also because of the value of the home industry principle; and

Whereas, the banks at the present time can hardly urge diminishing business as a justifiable reason for withdrawing advertising and local printing, as it is well-known that at no time in their history have the banks of Canada been in a better position to extend the patronage now apparently withdrawn; therefore be it

RESOLVED that the newspaper proprietors of the Okanagan Valley, comprising the members of the Okanagan Press Guild, urge upon those particular banks affected by the terms of this resolution that they issue instructions to their advertising agencies to carry advertisements in the papers of the Valley in towns where they have branches located, and that, where possible, they adopt the principle of having their printing done locally where fair quotations can be obtained. And that copies of this resolution be forwarded to the head offices of the banks affected and also to the managers of the local branches in the Okanagan with a request to the latter that they also take the matter up with their head office and point out to their head office officials the mutual advantage to be gained by encouraging newspaper enterprise and stimulating home industry in the towns where the banks are doing business."

FREE PUBLICITY

It was moved "That in view of the difficulty continually encountered in discriminating between what may be considered news and what may be classed as advertising, the Okanagan Press Guild takes the position that items announcing meetings of clubs, associations and amusement events to come for the raising of money by admission, fee, collection or otherwise, are advertising, and that news consists of reports of events which have taken place; that a general stand be taken towards eliminating as far as possible the abuse of the news columns, and that frequent items be inserted in newspapers throughout the Valley pointing out these distinctions with a view to educating the public in this respect. Also that formal notices of births, marriages and deaths, cards of thanks, and events to come, such as club meetings, association meetings (political and otherwise), afternoon teas, concerts, socials, etc., be charged for at specified rates." Carried.

NATIONAL ADVERTISING

It was moved "That in order to induce advertisers and advertising agencies to utilize in a more general way all the newspapers of the Okanagan District, and in order to get a larger share of the appropriations which are provided for general publicity; be it

RESOLVED, that a general rate be established to cover insertion of advertising in all the papers in the following places: Salmon Arm, Enderby, Armstrong, Vernon, Kelowna, Summerland and Penticton:

That literature be prepared setting forth the merits of this scheme, and that an energetic effort be made to develop business of this plan." Carried.

It was moved "That the gross rate for advertising in all the papers in the following places, Salmon Arm, Enderby, Armstrong, Vernon, Kelowna, Summerland and Penticton, be placed at \$1.00 per inch per issue; that the discount allowed to recognized advertising agencies be twenty per cent.; that the balance of 80 per cent. be divided between the papers as follows: Salmon Arm, 8c; Enderby, 8c; Armstrong, 8c; Vernon, 16c; Kelowna,

each, 8c; Summerland, 9c; Penticton, 11c; administration, 4c." Carried.

It was moved "That the agreement for taking joint advertising contracts expire the end of 1917, and that a copy of the resolution as to rates be signed by each member of the Guild concerned and returned to the secretary." Carried.

A committee was appointed to prepare copy and submit proof of publicity literature promoting the national advertising campaign.

The concluding business of the session was the election of officers, with the following result:

President—H. M. Walker, *Enderby Press*.

Vice-President—John Leathley, *Kelowna Record*.

Secretary-Treasurer—R. E. White, *Summerland Review*.



Publications Received

THE *Shoe and Leather Journal*, published by the Acton Publishing Co., Toronto, produced a Christmas issue of surpassing attractiveness and interest. It contained some very fine color work well done. A very large proportion of the advertisements were in two colors and were Christmas Greetings.



Cover of house organ of J. D. McAra, Printer, Calgary. Original in two colors—black and red.

The contents included, in addition to the usual class of articles, two special articles—"The Early Ontario Leather History," "Toronto as a Shoe Centre." A commendable feature, and one of great personal interest was the publication of many scores of portraits of men connected with the Canadian shoe and leather trades.

This issue is likely to live long in many an office. It evinces long, careful and intelligent preparation, creditable alike to publisher, editor and associated staff.

The Magnet—the house organ of J. D. McAra, printer and bookbinder, Calgary. Excellently printed and very pertinent and interesting; one infers that it must be a first-class silent salesman for its publisher. The plan behind this house organ is of big calibre: It seeks to express independent views on a variety of things of current interest; this in the form of short and crisp editorials; and the publisher's own message and object are apparently subordinated; yet one does not and cannot escape the business objective of the little publication. By its very avoidance of urgent solicitation and by its subtle suggestions, *The Magnet* is surely a trade-winner.

The Yellow the Vital Color

THE surfaces of enameled papers furnished by various makers are so different that it is absolutely impossible for an ink maker to make a yellow which will dry in a small number of hours on the various makes. Therefore, it is an essential safeguard for the superintendent and pressroom foreman to determine this by trying ink on the actual



"Oh yes, Sir, I know your firm.
... Been getting your Printed
Matter right along."

A consistent campaign of direct
advertising is your salesman's greatest help. It gets
him in where without it he would not be seen.

And once in, he finds the prospect
acquainted with you and your goods, and he can
devote his time to actual selling.

Your salesmen are far too valuable
to spend their time doing miscellaneous canvassing.
Better results can be had at a fraction of the cost
by printed matter, if followed up persistently.

If you would like to discuss plans for
helping your salesmen in this way, we
will call upon request.

We Plan, Design, Engrave, Print,
Lithograph and Bind your Direct
Advertising in our own plant—The
Most Complete in Canada.

The MORTIMER COMPANY Limited
OTTAWA CANADA

*The Printer Who Knows How to Advertise
His Own Business Can Help Advertise Yours*

Inside of an attractive mailing card by the Mortimer Company, Ottawa. Was printed in buff and red. Shows effective illustration and legibility in typographical design, obtained by the use of one plain type-face—Caslon.

paper to be used. The best and safest plan is to prove up on a job press or run a few sheets in the afternoon and examine them closely the next morning.

In some cases a color will be found absolutely dry on one paper and quite wet on another.

The yellow is the vital point of color work, and must be watched very carefully and it is most important that it does not crystallize.—Ben Franklin Witness.



Daniel Baker Goes to Philadelphia

DANIEL BAKER, printers' consultant, for several years settled in Toronto, and formerly manager of the Toronto Graphic Arts Board of Trade, has gone to Philadelphia to take charge of the publications of the Lanston Monotype Co.

Preventing Losses in Printing

A TIME sheet which shows only the cost of production lacks one highly important thing: information as to whether that cost was the possible minimum. The personally efficient superintendent will not be content with merely learning that a given job So-and-So much time; he will want to know if there is any way to produce it in less time; and if there is, he will want the boss to know it also.

A "LOST TIME" SHEET

I can suggest one agency which will go a long way towards achieving this end. I'd be a poor doctor if I could tell only what was wrong, and not tell a way to right it. Install a "lost time" sheet upon which every workman can enter the job number, the time lost, and the reason why it was lost. Do this and I'll promise you a sensation.

PRESS ROOM LOSSES

Who among you can tell that a press was not stopped several times yesterday because of a sprung chase or faulty furniture inside or outside the chase? Who is certain that the press, pressman, feeder, and possibly part of the bindery outfit, were not delayed by make-ready on type that is worn out and which before has been responsible for similar delays? Who knows just when a poor proof—poor, yet the best obtainable with the appliances on hand—causes delay, beginning at the customer's office, and extending through every department of your plant, to your own press room? How many hours are consumed in make-ready because of cuts too high, too low, or not square? How many times are forms returned from press to stone because of these imperfections? How many hundreds or thousands of times has the pressman spent several minutes pawing over a lot of decrepit, battered wood, to fill blank on the press bed? You all know this happens frequently; do you also know there is a device which will save half or more of these wasted minutes and hours, and perform, perfectly, the function which the wooden make-shift performs imperfectly?

SOURCES OF LOST TIME

How many hundreds and thousands of steps have already been taken, and will be again taken, in the composing room, daily, that could be avoided by proper arrangement and adequate equipment? Who knows how many dollars he has paid for labor in lifting hundreds of pages, separated by tar-board and arranged in piles, which should have been kept in galley cabinets with each page instantly accessible?

Who ever paid any attention to the paper cutter until it broke down? And how many times has the breakage occurred because the knife was dull? Why was the knife dull? Probably because there wasn't an extra one with steel enough to stand another grinding, and because no facilities were at hand to renew an edge which, while not in need of grinding, did need redressing.

I can hear your answer to all these questions—spontaneous, and with unanimity almost uncanny. But, Lord bless you! You might as well stop the clock to save time as to try to save money by not providing needed improvements. You're paying for them doubly if you don't get them. Detection of these needs, and action upon the discovery, will constitute efficiency of the highest order. There may be very grave question of the wisdom of adding another press; or enlarging the variety of type, ornaments, borders; or any machine designed for special purpose. The danger of and temptation to over-equipment is dom of bringing to the very highest degree, the efficiency very real. But surely there can be no question of the wisdom of every needed item in the equipment.

Montreal Mail and News

DURING the first week of January the publishers of the *Montreal Daily Mail* and the *Evening News* announced that the publication of these two newspapers would cease, owing to financial pressure. Subsequently it was announced that the *Daily Mail* would continue to be published as a four or six page paper. A day or so later the further announcement was made that both papers would be continued—this owing to relief coming from an unnamed quarter, but rumor has it that D. Lorne McGibbon, Montreal financier, is the "angel." At any rate, with the relief found the statement is made that these two Montreal papers will continue to be published "larger and better than ever."

Probably before the next issue of PRINTER AND PUBLISHER appears some of the present mystery may have given place to definite knowledge; and there may be some fresh announcements of a very interesting character.



To Get Good Electrotypes

IT MAY be doubted if the average printer fully realizes how great are the possibilities which a modern electrotype foundry offers him.

The printer needs electrotype duplications of his forms or engravings, partly to reduce his cost of production, and often to avoid the press-wear of long runs on type or engravings.

What, then, may he do to facilitate the work of his fellow craftsman, the electrotyper? Here are a few practical suggestions, mainly based on there having already been established suitable relations as to working conditions, financial responsibility, etc., on the part of each:

First—Let the printer see that all type and engravings to be electrotyped are clean. This means more than "swiping" into the form with a dirty rag, by the aid of benzine, the surplus ink from repeated proofings or press runs. Really clean type forms or engravings are a rarity, as every experienced molder will testify. Type forms should be well and thoroughly brushed out and even fine half-tones often require a vigorous cleaning with the special brass brushes and cleaning solution used for that purpose. "Dirty forms will yield 'dirty' electrotypes.

Second—Use good, sharp type or slugs in forms which are to be electrotyped. If possible, keep body type which is to be molded off the press entirely. If linotype slugs are used, extra pains should be taken in getting as solid casts as possible, and in setting the trimming knives to insure slugs being the same throughout their length, as to thickness and height. Good linotype slugs present no great difficulties to the electrotyper, but poor ones or worn type preclude his making good plates.

Third—Be sure that plates to be molded in the form with type are not too high nor too low, but all as nearly exactly type high as possible.

Fourth—When locking forms for molding, remember that they must be justified with even greater care than when locking for the press. Much molding is now done in relatively cool "wax," which means tremendous pressure on the form, not only vertically in taking the impression in the mold, but laterally in allowing the "wax" to escape from confined areas. Hence the need for thorough and careful justification.

Fifth—Send with the form to the electrotyper a good proof of it, and clear and concise instructions as to the number of plates wanted, whether mounted or otherwise, and any other details which so often might be left to the province of mind-readers, which electrotypers are not.

CONSULT AS TO KIND OF PLATE NEEDED

If in doubt as to just the kind of plate needed, let the printer consult the electrotyper. Duplicates of half-tones

(which when first made were pronounced unelectrotypable) are usually best produced by the nickotyping process, either wax or lead molded, which, by the way, yields a plate much more durable than the original copper half-tone, and much harder than a regular copper electrotype.

Certain substances that the specialty printer has to handle, such as fibre board, box board, etc., require plates of extraordinary thickness of shell; and such are also frequently backed with metal much harder than the regular electrotype metal.

To resist the chemical action of inks (some of which attack and soon disintegrate copper), plates may be nickel-plated to good advantage.

For rotary presses, which are more and more coming into use, curved electrotypes are demanded, and these are now being produced with printing faces quite equal to the flat ones.

For duplicating color half-tones, the lead molded nickel-type is undoubtedly the best plate available, because of the decreased liability of distortions offered by this process. For reproducing one-color halftones, many electrotypers claim their wax molded nickeltypes to be equal of those molded in lead.

Some of the complaints which the printer has heretofore registered against the electrotyper may perhaps be well grounded, so let us in turn consider them:

First—That plates are not level—have low areas and high spots, and require an excessive amount of time in make-ready. Given forms of good material rightly locked there is really no excuse for this.

Second—That the blocked plates made by the electrotyper swell and warp out of shape. To a very lamentable extent this is true, but not always because anyone is at fault. A blocked electrotype is a piece of highly seasoned wood with one of its faces protected against atmospheric influences by a metal plate. The rest of the block will expand or contract with changing conditions of humidity, in accordance with nature's laws. As a matter of fact, the best of blocking wood is but a sorry substitute for metal as a support for a printing plate. Especially is this true of half-tones, which should always, when possible (either as originals or duplicates), be mounted on metal.

Third—The electrotyper has little regard for the printer's "point system" in trimming his blocks. (This, however, is more accurately aimed at by the photo-engraver, and I note that steps are being taken to remedy the difficulty.) Yet the electrotyper should give heed to this, and co-operate with the printer whenever possible.

Fourth—That plates "wear out" quickly on the press. Doubtless some plates do show wear sooner than others, but I am convinced that in the vast majority of cases the fault is not with the electrotyper. An "over-packed" printing cylinder (whether on flat bed or rotary press) can ruin the very best and most carefully made plates in a few hours. Defective blocks will also shorten the useful life of any plate.

The plentiful use of good, serviceable electrotypes is essential to the efficiency of the modern printing plant, and the nearer they approach to perfection the more they aid the printer in reducing his cost of production.—Fred W. Gage.



The *St. Thomas Journal* carried in its issue of December 30 a page of advertisements under the heading, "Good New Year's Resolutions."

The *Pall Mall Gazette*, London, England, has been purchased by Sir Henry Dalziel, owner of *Reynold's Newspaper*. It is said that the *Gazette* under its new owner will be the mouth-piece of Lloyd George, Britain's new Premier.

NEWS ITEMS—MAINLY PERSONAL

BRITISH COLUMBIA

The *Golden Star* and *Trail News* are installing linotypes.

The *Morrissey Mention*, which has been published as a military paper in connection with the 107th Regiment, will now be published as a regular weekly paper for Fernie and district.

Lieut.-Cpl. F. J. Moffat, 47th Batt., killed in action, was formerly foreman printer on the *Daily News*, of New Westminster, B.C., and was well known as a member of the local Typographical Union.

J. T. Litterick, late of the *Winnipeg Free Press* is now telegraph editor of the *Nelson Daily News*, C. J. Laval, former telegraph editor of that paper having gone to the *News-Advertiser* of Vancouver.

Lieut. R. J. Burde, a former well-known *Winnipeg* newspaper man, and latterly of *British Columbia*, has been awarded the Military Cross. Lieut. Burde left Canada as an officer of the One Hundred and Second *British Columbia* battalion, and has been in the trenches since August.

When the Southern *British Columbia* section of the Canadian Press Association met recently in Penticton, they were entertained with a dinner by R. J. McDougall, publisher of the *Penticton Herald*, who gave his guests a 4-page miniature newspaper on paddy-green stock, whose contents consisted of the menu, skits and news of the convention.

ALBERTA

The *Camrose Canadian* was eight years old in December. Geo. P. Smith is managing director.

J. H. Woods, managing editor of the *Calgary Herald*, spent the Christmas vacation with his wife's people in Toronto.

The plant of the *Chauvin Chronicle* was damaged by fire last month. The building, type and machinery were saved from extensive damage. Insurance was carried. Business was interrupted for only a week.

Edmonton city council has abolished its Industrial Commissioner's Department on the grounds of economy. There is a chance that the department may be revived—this in view of important communications continuing to be received from those interested in Edmonton as a place of industry and opportunity.

SASKATCHEWAN

Lieut.-Col. J. A. Aikin has taken over the control of the *Saskatoon Phoenix* and will be its editor.

W. S. Edwards, Regina, Sask., has been succeeded in his printing business by the Edwards Printing Co.

Frank Tupholme, editor of the *Gull Lake Advance*, has enlisted in the 249th Battalion, Canadian Royal Infantry.

Hugh Pedlar, formerly of *Flesherton*, has purchased the *Oxbow, Sask., Herald*. Mr. Pedlar served his apprenticeship on the *Flesherton Advance*.

The *Saskatchewan Liberal Journal*, Limited, of Regina, has registered under the Company's Act and become licensed to carry

on business as newspaper proprietors in the Province of Saskatchewan.

W. M. Scanlon, formerly city editor of the *Regina Leader*, who enlisted with the first Canadian contingent, has been awarded the military medal for bravery in the field. He was well-known in Canadian newspaper circles being connected at various times with the *Ottawa Journal* and the *Montreal Herald*.



N. S. McLEAN,

A Scotsman in Canada. Associated with his brother John in the publication of the *Transcona (Man.) Times*. John and N. S. McLean came to Canada in 1911. They have two brothers in khaki.

MANITOBA

The *Farmers' Advocate*, Winnipeg, is issuing a series of informative circulars with data on the Western Canadian farm field.

The *Winnipeg Farmer's Advocate* has announced a new rate, effective February 1, of 18 cents a line flat. Former rates scaled from 25 cents for a single insertion to 14 cents for 3,000 lines and over.

J. Albert Hand, formerly of Orangeville, Ont., is now in charge of the publicity department of the Western Grain Growers' Co., a big farmers concern in which 18,000 farmers have subscribed over \$1,400,000 capital. The company handles grain, live-stock, implements, lumber, etc., for the farmer. Mr. Hand was formerly engaged as editor of the *Western Farmers' Advocate*.

Miss Cora Hind, one of the best-known newspaper women in Canada, who occupies

the position of commercial editor of the *Winnipeg Free Press*, was presented with an illuminated address and a purse of \$1,300 in gold by the stockmen and live-stock organizations of Western Canada, at the close of their recent convention in Calgary. Her work on behalf of Western Agriculture and stock raising has been of great value.

ONTARIO

The *Brantford Expositor* recently put on the Roberson travclogues with good results.

Oscar Schmidt of the *St. Thomas Times* staff has transferred to the *Brantford Courier*.

Angus McLean of the *Ailsa Craig Banner*, has taken over the *Alvinston Free Press* editorial work.

Ottawa Citizen reports very satisfactory results from its recent educational subscription campaign.

Ald. C. G. Pepper, an employee of the Government Printing Bureau, has again been elected in Ottawa.

A. E. Bradwin, who has had charge of the *Sarnia Post* for some time, has purchased the *Amprior Watchman*.

Robert De Hart of the *London Free Press* editorial staff, was recently married to Miss Marian Steele of London.

Lieut. Bart Cottam, formerly a reporter with the *London Free Press*, was recently killed in action in France.

The *Stratford Beacon* was one of the Western Ontario papers which put on the "Battle of the Somme" pictures.

Lieut. F. H. C. O'Beirne, formerly on the business office staff of the *Stratford Beacon*, was recently in the list of wounded.

Duncan Brown Gillies, manager of *MacLean's Magazine*, Toronto, was married in December to Elizabeth Mary Dickson.

Herb Jarvis, formerly on the staffs of the *Bruce Herald* and the *Tavistock Gazette*, was recently reported killed in action.

W. S. Law of Tillsonburg, who founded the town's first newspaper, the *Observer*, 56 years ago, died recently at the age of 84.

E. Norman Smith, managing editor of the *Free Press*, will, it is understood, continue as Managing Editor of *The Journal-Press*.

W. B. Berry is the Ottawa correspondent of the *Philadelphia Public Ledger*, New York *Journal of Commerce* and New York *World*.

Chatham's council is petitioning the Dominion Government to have Sunday papers allowed to be sold in Canada on Sunday.

Frederick Palmer, Associated Press correspondent, recently addressed a London audience under the auspices of the *London Advertiser*.

Lieut. D. M. Goudy, of the 21st Battalion, and formerly of the *Evening Telegram*, Toronto, reportorial staff, has been promoted to a captaincy.

John Finlayson of Dutton, who has been in newspaper work in Toronto, is to be principal of Myrtle Street public school in St. Thomas.

Corp. Harry B. Smith, R.A.M.C., who was formerly on the staff of the *Toronto Globe*,

has been wounded while fighting on the Somme front.

Robert C. Hayes, of the Toronto *Star* staff, who went to the front as a private, has won his commission. He also wears the military medal.

Evart Alger, Cobourg, one of the proprietors of the *Tweed News*, left for St. Johns Quebec, to do a few weeks special training with the engineers.

James S. Byrne, for the past five years circulation manager of the Toronto *News*, has been appointed circulation manager of the Peterboro *Review*.

George Alger, one of the proprietors of the *Tweed News*, has enlisted for overseas service, and is taking a course with the engineers at St. Johns, P.Q.

The Springfield *Echo* (Elgin County) has reverted to the management of the owner, T. M. Moore. Rev. W. D. Magee, the editor, has returned to pulpit work.

John McClelland, of the publishing firm of McClelland, Goodchild & Stewart, Toronto, was a successful candidate for the Board of Education of his city.

Susan O'Connor, author of "Maple Leaves," and a well-known figure in Ontario's literary world, recently died at her home in Kent county near Chatham.

W. A. Willison, son of Sir John Willison, publisher of the Toronto *News*, who has been representing the *News* in London, has returned to Canada for a short visit.

Lieut. G. Percy Armstrong, a former employee of the *Guelph Herald* is still safe at the front. A letter was received recently stating that he had been killed in action.

The printing plant of Rolla L. Crain, Limited, Ottawa, was almost totally destroyed by fire on December 24. The loss is estimated at \$150,000, covered by insurance.

Athol McQuarrie, late of the business and editorial staff of the *Goderich Signal*, has entered the insurance field and represents the *London Life* in the county of Simcoe.

D. T. Heisey, formerly city editor of the *Kitchener News-Record*, has been engaged as the permanent secretary of the Kitchener British League.

A. C. (Bert) Blachford, Hamilton, has been promoted to news editor of the *Detroit Journal*. Mr. Blachford was engaged in newspaper work in Hamilton for several years.

Private Archie I. Mackenzie, a newspaper man, well known in Toronto, Ottawa and Cochrane, is in the Edmonton Hospital, London, England, suffering from shrapnel wounds in the leg.

W. R. Plewman, of the Toronto *Star* staff, and writer of that paper's war summary each day, was an unsuccessful candidate for Alderman for Toronto. Last year he was a member of the City Council.

Jone R. Bone, managing editor of the Toronto *Star*, is back at his desk after an absence of six weeks, following an operation for appendicitis. He spent two weeks recuperating at Atlantic City.

Captain A. B. Smith, formerly of the Toronto *Star* staff, who was wounded in France, has been invalided home. He received a captaincy in the field, and was one of the first Canadians to witness the tanks in action.

The Toronto *Telegram* and the Toronto *World* are the only two Canadian newspapers listed in the latest *Congressional Directory*, which publication gives the list of correspondents and papers represented at Washington.

During the recent municipal election Taylor McVeety, ex-mayor, and again a candidate, openly made the charge that a newspaper combine existed in Ottawa. The

newspapers went to considerable trouble to refute the statement.

Lieut. G. R. S. Fleming, son of Atwell Fleming, printer, Toronto, is home from the front. Lieut. Fleming is attached to the Royal Flying Corps and has been under fire in flight raids on numerous occasions. He returns to duty at once.

Fire destroyed the printing office of the International Falls *Press* at International Falls early Sunday morning, Dec. 10. The firemen succeeded in confining the fire to the office building. The loss was complete, partially covered by insurance.

The Niagara Falls *Review* which announced a 2-cent rate recently is back again at the old 1-cent rate. The reason given is that the other local daily failed to keep faith with an agreement to raise its price simultaneously to the 2-cent rate.

A memorial service was held December 10, for Pte. James Leroy Porter, of the 38th Battalion who was killed in action in the battle of the Somme. Pte. Porter was for some six or seven years an employee of the Toronto *Daily News* as a pressman.

The Hamilton Spectator Printing Company, Limited, has commenced an action against the Times Printing Company, Limited, for \$150,000 damages for alleged libel in connection with the probable participation of A. C. Garden in the mayoralty campaign.

Roy Weaver, managing editor of the Toronto *News*; Paul Bilkey, Ottawa correspondent of the Toronto *Mail and Empire*, and John G. Cooper, of the Toronto *Globe*, accompanied Sir Robert Borden on his recent trip to the Pacific Coast in the interests of national service.

The Toronto Public Library has been presented with a file of the Toronto *Daily Telegraph*, which was published from 1866-1872—interesting and critical years in our national history. This, like the many other gifts, was from J. Ross Robertson, proprietor of the Toronto *Telegram*.

J. A. Smyth, Windsor, principal of Tuscarora street school, has instructed his attorney, to issue a writ for libel against the Amherstburg *Echo* and John A. Auld, president of the *Echo* Company, for \$5,000 for an alleged libelous article which appeared in a recent issue of the *Echo*.

Private Archie I. Mackenzie, a newspaperman, well known in Toronto, Ottawa and Cochrane, is in the hospital in England with shrapnel wounds in the leg. Private Mackenzie was a member of the company commanded by the late John S. Lewis, formerly managing editor of the Montreal *Star*.

Orsen N. Nielson, a member of the Toronto *Daily News* staff, has been appointed to the Consular Service of the United States to the American Consular-General at Moscow, Russia. Mr. Nielson is a graduate of the University of Wisconsin, and has engaged in newspaper work in Cleveland, Chicago and Toronto.

A recent edition of the *Detroit Journal* was barred from Windsor. Glaring full-page headlines, "Sees Civil War Follow Conscription in Canada," in connection with the paper's report of R. B. Bennett, M.P.'s speech in Toronto, when he hinted at possible trouble in Canada with compulsion in vogue, were responsible for the action.

Mayor Porter of Ottawa, has issued a flat denial to recent statements in the Ottawa *Citizen* regarding his connection with the Hydro-Electric accident insurance and has instructed his solicitor to notify the *Citizen* that unless it sees fit to publicly exonerate him from their charges he will at once proceed against them in an action for libel.

Arthur E. Bischoff, for many years circulation manager of the London *Free Press*, has resigned and taken a similar post with the *Detroit Times*. R. H. Bastien, formerly with the *Detroit News-Tribune* is his successor. Mr. Bischoff was honored on leaving by the management by being presented with a handsome platinum scarf pin and a shrine emblem studded with diamonds. Mr. Bischoff made good on the *Free Press* and surrounded himself with friends.

QUEBEC

J. D. Rolston has been appointed by the directors, editorial manager of the Yarmouth *Times*.

Robert S. Muller, formerly Eastern manager of the Gagnon Advertising Agency, has affiliated himself with the Canadian Advertising Agency, Montreal.

The annual dinner of the Press Gallery was held in the Parliament Buildings, Quebec, and was attended by practically all the Ministers and members of both Houses.

"Direct Advertising" was the subject of an address delivered by Clarke H. Loomis, of the *Herald Press* before the Montreal Publicity Association at a luncheon on November 23.

The Boys' Home, on Mountain street, Montreal, has just issued the first number of "Climbin' Up," a newspaper published in the interests of the Home and printed by the "Boys' Home Mimeograph Press."

Lt. Eric Reginald Dennis, who has been awarded the Military Cross for gallantry under fire is a son of Hon. Senator Dennis, the well-known proprietor of the Halifax *Herald*, at present residing in Ottawa.

G. E. McCulloch, formerly advertising manager of the Moffat Stove Company, Weston, Ont., and recently with Smith, Devine & Moore, advertising agents, Toronto, has been made Eastern manager of the Gaguor Advertising Service, with headquarters in Montreal.

In view of the prospect of his departure from Canada with the Irish-Canadian Rangers, "Jack" Watt was made the recipient of a handsome testimonial from his friends among the members of Montreal Typographical Union, No. 176. For a number of years Mr. Watt has been prominent in the printing trade, and in his capacity as foreman in the *Herald Press* and the *Gazette* job room he made many friends.

At the recent annual meeting of the shareholders of the *Herald* Company, Montreal, the Hon. G. P. Graham presiding, the following directors were elected: Hon. G. P. Graham, E. G. O'Connor, R. C. Smith, K.C., W. S. Greene, E. G. Gordonsmith. At a subsequent meeting of the directors, the Hon. G. P. Graham was re-elected president of the company and R. C. Smith, K.C., vice-president. A resolution of regret at the death of the Hon. Senator Mackay, a former president of the company and a staunch friend of the *Herald*, was ordered to be sent to the family.

The Montreal *Star* has said as follows: The *Star* has been approached by many news-vendors to raise the price of the *Star* to two cents per copy, and some news-vendors have spread the story that such action would be adopted shortly. As such rumors grow very rapidly, the *Star* takes this opportunity to deny them. There will be no increase in the price of the *Star* without due and ample warning being given to *Star* readers and the price certainly will not be increased as is being done in so many cities unless the cost of publication goes much higher.

MARITIME PROVINCES

The Weeks Printing Co., are about to install a new Linotype.

F. I. McCafferty, news editor of the St. John *Times-Star*, has returned from a visit to Bangor.

The printing trade still continues good in Halifax City. Compositors and pressmen are hard to get.

Scriven and Phillips are about to start a new job printing plant in Halifax, and will install a linotype.

T. F. O'Leary of the reporting staff of the St. John *Globe*, has been admitted to the bar as an attorney-at-law.

Lieutenant T. C. Newburn, former sporting editor of the Calgary *Albertan*, returned on the steamer *Grampian* to report to Ottawa for duty.

George M. McDade of the St. John *Standard* and Leo Dolan of the Fredericton *Gleaner*, have been appointed official reporters for the New Brunswick legislature.

Mr. Murray of the Wall Street *Journal*, New York, was in Halifax recently over Sunday. He was making a tour of Canada to investigate financial and industrial development.

J. C. Jones, President of Printer's Supplies, Halifax, has been elected President of the Maritime Commercial Travelers Assn. Mr. Jones is one of the best and most known salesmen in printers' supplies in Canada.

Hugh McInnis, recently editor of the *Summerside* (P. E. I.) *Journal*, has received an important appointment in the Militia Department at Ottawa. He was at one time editor of the Charlottetown *Examiner* and later on the staff of the Halifax *Herald*.

Among the officers who returned from the front on the steamer *Grampian*, which arrived in St. John on December 20 was Lieutenant C. Howell, former telegraph editor of the Montreal *Evening News*. He went over with the 69th battalion and was transferred to the 24th. He still is suffering from the effect of shell shock.

Joseph Seymour, one of the best known printers in St. John, who was a member of the composing room staff of the *Daily Telegraph* for nearly half a century of continuous service, died recently at the age of seventy-five years. For many years he was engaged as day foreman but retired from active life a few years ago. He was held in high esteem by all who knew him and printers all over the continent who had worked with him will learn of his death with regret.

NEWFOUNDLAND

The St. John's *Daily Star* is about to install a rotary Web press, capable of printing twelve to sixteen pages, replacing its present duplex flat bed.

J. C. Puddester resigned his position as assistant auditor with the Reid-Newfoundland Company and assumed his new duties as business manager of the St. John's *Daily News* the first of December.

The Newfoundland Government, under the provisions of the war measure act, has prohibited the admission into Newfoundland of the American publications that have been excluded from the English and Canadian territories.

The marriage of Harry A. Winter, B.A., editor of the *Evening Telegram*, to Miss Frances W. Goodridge, took place at St. Thomas's Church, in the city of St. John's, on the afternoon of November 28; the ceremony being performed by the Rev. Dr. Jones. The happy party proceeded to Topsail by motor and there spent their honeymoon.

William H. Goodland, of the firm of Gray & Goodland, of St. John's, died on 23rd of

November, in his 58th year. Mr. Goodland served his apprenticeship in the printing business with F. W. Bowden. For twelve years he was foreman at the office of the *Evening Telegram*. Twenty years ago he left there to enter partnership with W. N. Gray in the printing and stationary business, the printing end of which was under his personal management.

December was the month for holiday publications. One of the first to appear this season was "Holly Leaves," published by C. J. Power, of the St. John's *Herald* staff. The Christmas *Tribune* was published from the *Plover*; the Christmas *Chronicle* by the publishers of the *Herald*. The Christmas issue of the *Western Star*, of Curling, was published on the 20th of December and was well illustrated with interesting views from various parts of the country.

The printing and publishing business in Newfoundland was perhaps never better than at the present. One of its country newspapers, it is said, paid a dividend last year of nearly 25% after allowing 10% for depreciation. There is a good amount of job work offering; in fact many offices are working night and day and have been for several months. The supply of advertising keeps up, and papers that can "deliver the goods" have little difficulty in maintaining their card rates—those who have any.

The Newfoundland Government, under the provisions of the War Measures Act which was passed at the outbreak of hostilities and which confers comprehensive powers on the Government for the protection of the Imperial interests, has prohibited the admission into Newfoundland of the American publications that have been excluded from English and Canadian territories. The regulation specifically forbids the bringing in of these newspapers either by mail or freight, and makes it illegal for any person to have a copy in his possession, or even if sent by friends abroad.

The startling announcement has been made that St. John's, Newfoundland, is to have another daily newspaper. Already this little city of about thirty thousand of a population has five daily papers besides a number of weeklies, monthlies, etc. Of the dailies, four are published in the afternoon and one (the *Daily News*) in the morning. The proposed new paper will be published in the morning. Offices have already been secured, and parties are now in Canada and United States selecting the required machinery. The new publication is expected to make its debut early in the new year. There are those who entertain doubt whether there is room in St. John's for six daily newspapers and not a few are persuaded in the negative, and not without some justification when competition is so keen that advertising has been accepted at less than 1½ cents per inch.



The Dead

James Croil, author and journalist, is dead in Montreal.

Alexander Lang, of the Toronto *World* business staff is dead.

Frank J. Moffat, formerly foreman printer for the defunct New Westminster *Daily News*, has been killed in action.

Dr. Claude L. Wheeler, the editor of The New York *Medical Journal* since 1909, died of pneumonia, December 30, at his home in Brooklyn.

George H. Hale, Orillia, of Hale Bros., publishers of the Orillia *Packet*, died December 13. He was probably the oldest newspaper man in Simcoe county.

George Harper, owner and publisher of the Carman (Manitoba) *Standard* for twenty-four years, died November 27. He was born at Hamilton, Ont., sixty years ago.

Baron Hubert Julius De Reuter, killed in action on Nov. 13 while serving as a private in the Black Watch, was the only son of the late Baron Herbert De Reuter, head of Reuter's News Agency.

James Wright, for thirteen years proprietor of the Princeton (N.C.) *Star*, has passed away at the age of forty-four. He was born in Ontario, and had experience on the Toronto *Globe* and on papers in Winnipeg and Edmonton.

Joseph Nevill Doyle, author and composer, died at his home in Belleville. Mr. Doyle was city editor of the Belleville *Sun* about twenty years ago, and was associate editor of *Bachelor's Pocket Magazine* of New York. For some time he was on the staff of *McClure's Magazine*.

Edward Gillis, solicitor, Confederation Life Building, Toronto, died December 21, after having been ill since Dec. 16th. He was second in command to Col. Stewart when the Home Guard was in existence. He was at one time on the staff of the *Mail and Empire* and an editor of the *Law Journal*.

George Percival Smith, president of the E. R. Smith Co., St. John's, passed away suddenly on Friday, Nov. 24th. On the death of his father, E. R. Smith, in March, 1914, G. P. Smith, who had been secretary-treasurer of the company for some time, and had a thorough knowledge of the business, succeeded to the presidency of the company and held this office up to the time of his death.

Charles E. Farnham, a member of the staff of the St. John *Standard*, died at his home in St. John on December 21. He was sixty-four years old and was born in Digby, N.S., and for many years was editor of the Digby *Courier*. Since removing to St. John twenty-four years ago, he has been associated with various newspapers here, of recent years with the *Standard*. He is survived by his wife, four sons and three daughters.

J. R. Dingman, well-known newspaper and advertising man, is dead in Chicago, aged 51. He was born in London, Ontario. He went to the United States when a young man and published Dingman's Magazine at Richmond, Ind. Deceased was once advertising manager of the Kansas City *Journal* and was a members of Cone, Lorenzen & Woodman firm of advertising agents at his death. Mr. Dingman was a son of a Methodist minister, well-known in London.

Reginald John Smith, K.C., principal of the Smith, Elder Company, publishers, is dead, in London, England. Having married the youngest daughter of George Murray Smith, publisher, he entered the business of Smith, Elder Company. Later he became editor of the *Cornhill Magazine*, with which are connected the names of Charlotte Bronte, Mrs. Gaskell, Robert Browning, Elizabeth Barrett Browning, Thackeray was the first editor of the *Cornhill*.

George Harper, editor of the Carman (Man.) *Standard*, and a pioneer newspaper man of the West, is dead at the age of 60. Mr. Harper was a native of Hamilton. He went to Manitoba with his family some 24 years ago. He soon afterwards purchased the Carman *Standard*, which he continued to publish successfully until his last illness. Mr. Harper was a great lover of nature and a true sportsman. These characteristics were much reflected in the columns of his newspaper.

Fisher Monroe, a resident of Ontario during the Fenian raid and the turbulent times

that followed, died at his home in Buffalo. Mr. Monro went to Buffalo about 25 years ago, and engaged since in publishing enterprises and in the contribution of historical and other articles to current magazines. A few years later he became editor of a paper in St. Catharines, and in the few years that followed, occupied positions on the editorial staffs of various papers in the province. In 1880 he was editor of the *Dufferin Post*.

W. S. Law, Tillsonburg, died on Nov. 17 from the effects of pneumonia. Mr. Law served his apprenticeship in printing in Edinburgh, learning every branch of the trade. When he first came to Canada he secured employment in the Government printing office in Quebec, where the printing was done for the provinces of Ontario and Quebec. Four years later he entered the office of James Beatty, Toronto, who did the Government printing and published *The Leader*, a morning newspaper supporting the Conservative party. He next sought employment in the towns of Western Ontario, including Brantford, Woodstock, Ingersoll and Clinton. He established the *Tillsonburg Observer* in 1863, of which he has been the publisher ever since, having his son, John Law, as a partner during the last twenty-five years.

James Hedley, for nearly thirty years editor of the *Monetary Times*, Toronto, and one of the pioneer telegraphers of Canada, being a director of the Great North Western Telegraph Company since its inception in 1881, is dead in his seventy-sixth year. The late James Alexander Hedley was born in Prestonpans, Scotland, his father being a Border Englishman and his mother a Fifeshire Scotswoman. He was educated in Canada, and married in 1870 a daughter of the late John MacLeod, member of Parliament for Essex county, Ontario. When quite a young man he engaged in telegraphy, about the same time as the late Senator George A. Cox and the late H. P. Dwight of the G.N.W. Telegraph Company, both of whom were very great friends of the late Mr. Hedley. He was an able writer, and in 1877 became editor of the *Monetary Times*, which position he retained until 1906. He was also a director of the *Monetary Times* Printing Company. In 1905 he was a member of the party of Canadian manufacturers who visited Great Britain and was presented to the late King Edward at Windsor Castle.



General

Harry Hananel Marks, editor and chief proprietor of *The Financial News*, is dead in London, aged sixty-one years.

Charles D. G. Roberts, distinguished Canadian author, is with the Canadian troops in France as a correspondent.

T. P. O'Connor has been appointed Chairman of the Board of Film Censors. It is an organization created by the moving-picture trade.

Publishers of the *Pittsburg Post*, *Gazette-Times*, *Press*, *Leader* and *Dispatch*, have announced that the price of Sunday editions will be six cents.

The will of Edward Levy-Lawson (Lord Burnham), proprietor of the *London Daily Telegraph*, shows the value of the unsettled estate to be \$1,339,355 and that of the net personality, \$535,280.

System On The Farm is the name of an addition to the System publications of A. W. Shaw, of Chicago. The new magazine made its first appearance on January 1, 1917, and will be to the farmer what System is to the business man.

Beginning with the February issue, the price of all illustrated monthly magazines in London, England, will be increased to seven pence (about fourteen cents). The agreement is signed by the *Strand*, *Pearson's*, *Windsor*, *London Wide World*, *Women at Home*, *Nash's* and the *Royal*.

A drastic bill denying the use of the United States mail to advertisement of intoxicating liquors, whether printed in newspapers, magazines, circulars or otherwise, was reported by the House Committee on Postoffices. Representative C. H. Randall, of California, a Prohibitionist-Democrat, is the author of this measure.

Hubert W. Peet, well known on both sides of the Atlantic as editor of the thirty-fourth edition of Sell's *World's Press*, has been sentenced to 112 days at hard labor in Wormwood Scrubs Prison, England, for refusing to serve in the British military forces. He is a Quaker and a Socialist and joint editor of the *Ploughshare*, a Quaker journal of social reconstruction, and claimed exemption as a "conscientious objector."

President Wilson, it is expected, will resume talking direct to the public via Washington's 300 newspaper correspondents during the present Congress session. His regular schedule of routine will include conferences with newspaper men—reviving a custom discontinued when the international situation became so acute two years ago that such meetings proved embarrassing to the Government.

The *London Times*, which recently raised its price from 2 to 3 cents, has notified its readers that there will probably be a further increase owing to the restrictions on the importation of paper and paper making materials and the shortage of labor. It announces that it intends to maintain the present size and advises the revival of the old custom by which news agents arranged that each day's copy of the paper should be shared by several London householders and finally mailed to the Provinces abroad.

The British Weekly, which observed its thirtieth anniversary recently, has, during all that time, been under the guidance of one editor, namely, its present head, Sir W. Robertson Nicholl. First published in the November of 1886, the paper has noted and commented on all the great questions that have exercised the world during the years that have intervened, and its readers can look back upon many interesting features and remarkable journalistic achievements. Those who saw them will long remember, for instance, the black and white studies of famous preachers in their pulpits, drawn by Harry Furness.

A recent Haskin (Syndicate) letter gave an interesting account of the paper-making industry, taking as an example a Canadian plant with a capacity of 100 tons daily, which employs 200 woodmen to fell the trees, and 250 workmen at the mill. The investment represented in the plant is \$2,000,000, the entire product of the mill being consumed by a single American daily. The letter told interestingly the manner in which the wood is sent down the stream at high water, the way it is barked, ground and the sulphite made, the manner in which the raw materials are mixed, and brought to the machines, and the way in which the finished product is delivered in rolls at the other end, starting with a mass of watery pulp, coming out dry and firm.



Printerdom

The Vancouver *Daily Province* has installed five new linotypes, one a Model 14, and a Ludlow Typograph.

Croft & Wright, formerly of the *Allsa-Craig Banner*, have purchased a job shop at 81 Peter Street, Toronto. Both are well-known in that city. Mr. Wright for some time past has been city salesman for a book and job printing concern.

After much letter writing, personal interviews and expert opinion, Charlie Creighton, of Stephenson, Blake & Co., Toronto, has succeeded in convincing the Canadian customs authorities that the Delphos is a newspaper as well as a job press. The Delphos now comes in duty free, the same as other cylinder presses.

CANADA PRINTING INK CO. CALENDAR

Again has come to *Printer and Publisher* the annual calendar of the Canada Printing Ink Co., Toronto. The size, boldness and color quality of this calendar secure for it special favor in all offices receiving it.

MONOTYPE EQUIPMENT

The composing equipment of the United States Government Printing Office consists of 126 monotype casting machines, and 100 keyboards, with a supply of 1,115,900 pounds of metal.—(From the house organ of the Lanston Monotype Machine Co.)

QUARTERLY CALENDAR

The Canada Paper Co. issues a quarterly calendar ever welcome by those receiving it. This company also issues monthly a statement of stock on hand at its several distributing points, and one can safely say that this is not only good advertising and salesmanship, but is good service.

OUTLOOK ENVELOPES

It will, no doubt, prove of interest to Canadian printers to learn that the United States Post Office Department has passed a ruling which requires that all Outlook envelopes, offered for delivery through the United States mail, must bear a printed corner card; and unless this style of envelope is so printed it will not be accepted for mailing.

CANADIAN TYPOS URGE PRICE ACTION BY GOVERNMENT

A resolution asking the Dominion Government to take such action under the War Measures Act of 1914 as will assure the publishers of Canadian newspapers of a full supply of news print paper at a fair price, to be fixed by the Government, was adopted at a meeting of the Executive Board of the Ontario Conference of Typographical Unions at the Labor Temple in Toronto, on December 16.

LANSTON MONOTYPE COMPANY'S GOOD SHOWING

At a meeting of the Board of Directors of the Lanston Monotype Machine Company, held December 5, 1916, the president reported that the business of the company for the first nine months of the fiscal year showed a very remarkable increase, that the domestic sales of Monotypes had increased nearly 75% and that the profits for the nine months were at the rate of 12%.

U. T. & F. C. NOTES

R. S. Van Pelt and R. C. Jappe, have recently added to the staff of Cost Accountants of the United Typothetae and Franklin Clubs of America.

F. W. Fillmore, Cost Accountant, United Typothetae and Franklin Clubs of America, in conjunction with his Cost installation work in Chicago, is engaged with a Committee, adapting a simplified bookkeeping system to work in conjunction with the Standard Cost Finding System.



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WHOLESALE HOUSES OF PRINTERS
AND BOOKBINDERS SUPPLIES.

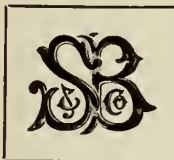
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**THE STEEL COMPANY OF CANADA
HAMILTON LIMITED**

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

It lessens expense bills and cost of production—it will save you money



Mr. Printer, do you realize that soft type, no matter how cheap, is about as expensive a proposition as you can possibly connect with.

What difference does it make if the first cost is a trifle less than

HARD METAL TYPE?

—it's the final cost, the finished results that talk!

You know that soft type is easily bruised and quickly worn out; time for make-ready rapidly increases and work deteriorates in quality, but do you know that we have customers who have been using our Hard Metal Type for thirty and forty years with perfectly satisfactory results?

Here are some of Hard Metal Faces—Winchester Family, Spartan Family, St. George Family, Windsor Family, Chatsworth Family.

May we send you specimen sheets?

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C. H. CREIGHTON, *Manager*

60 Front Street West, TORONTO



FOR THE LINOTYPE MACHINE

—KNOWN—

FROM COAST TO COAST

We Manufacture Special Grades of

STEREOTYPE
LNOTYPE
TYPOGRAPH

METALS

MONOLINE
MONOTYPE
AUTO PLATE

WRITE FOR PRICES

The Canada Metal Co., Ltd.

Toronto, Hamilton, Montreal, Winnipeg, Vancouver

Printers throughout the country have become very much interested in the methods of recording bindery production, as advocated by the Price List Committee of the United Typothetae and Franklin Clubs of America. Daily the National headquarters' office renders service directly connected with this production recording scheme. Have you investigated the merits of the System? Send for a copy of the treatise "Classification of Bindery Operations and Operation Numbers" and carefully examine the blanks recommended for compiling production data. There is no charge for this service.

The United Typothetae and Franklin Clubs of America has just mailed their entire membership two very interesting booklets dealing with matters of importance to every printer. One of these entitled, "The Dangers of Modern Economic Policies," by Honorable Alfred E. Ommen, should be read by every printer and business man. The truths set forth in this article are well worth considering and pondering over. The other article entitled, "The Paper Situation," by Alexander Thomson, is timely and specifically states why paper costs have advanced so rapidly.

The co-operative Plan of activities being undertaken jointly by the United Typothetae and Franklin Clubs of America and all the allied industries, to continue throughout an initial period of three years, which will be far-reaching in its beneficial effect, will in all probability do more toward bringing about National Standardization and Uniformity throughout the whole industry than anything ever before undertaken. The early months of the year 1917, it is expected, will see the plan in operation in all sections of the country.

THE PRICE OF PAPER

Recently the Vancouver Typographical Union in Vancouver unanimously passed a resolution, suggesting that the great advance in the price of paper is not warranted under existing conditions and recommending that action be taken under the War Measures Act which will assure to newspapers throughout Canada a supply of paper at a fair price. Copies of the resolution were forwarded to Premier Sir Robert Borden and Sir Thomas White, finance minister, at Ottawa.

The Hamilton *Herald* has installed a multiple Model 14 linotype.

NEW BRUNSWICK PAPER MILL

Angus McLean, vice-president and general manager of the Bathurst Lumber Company, announces that their new pulp mill will be ready for operation about the first of February. Mr. McLean confirmed the report that it is the intention of the company to manufacture paper. They hope to start the erection of a new paper mill which will give employment to a thousand men, in the near future. The pulp mill will afford employment for 250. In connection with the building of the paper plant, the company proposes the development of 10,000 horsepower at the Grand Falls, on the Nepisiquit River, about eighteen miles from Bathurst, the second largest water power available in the province.

NEW PAPER MILL IN NEW BRUNSWICK

A new industry of considerable importance is to be established at once by the New Brunswick Pulp & Paper Co., Ltd., who will fire two years ago. Construction work will begin building a pulp mill at Millerton, N.B., immediately. The mill will be built on the

site of their plant which was destroyed by fire two years ago. Construction work will be rushed and it is expected that the mill will be in operation by March of next year. The output will be from fifteen to twenty tons of wood pulp per day and orders have been arranged which will keep the mill working day and night for the first year, at least. Fifty or sixty men will be employed at the start. The plant will be in charge of J. D. Volkman through whose efforts the old company has been reorganized and considerable additional capital assured.

PARTINGTON PULP & PAPER CO.

The sale of the Partington Pulp & Paper Co., Ltd., St. John, to the interests controlling the Oxford Paper Company, of Rumford, Me., and the Bryant Paper Co., of Kalamazoo, Mich., was completed, and the transfer made early in December. The price is said to be in the vicinity of \$3,000,000 and the transfer was the largest single transaction ever recorded in New Brunswick. The size of the transfer and the price is accounted for by the fact that the Partington Company had very extensive holdings of valuable timber lands. The name of the new company is the Nashwaak Pulp & Paper Company, Limited, and the officers are: Hugh J. Chisholm, president of the Oxford Paper Company, president; L. M. Bickford, vice-president and general manager of the Oxford Company, vice-president; F. E. Tufts, secretary-treasurer of the Oxford Co., treasurer; J. H. Drummond, attorney for the Oxford Company, secretary. The directors are: Hugh J. Chisholm, F. E. Tufts, Frank H. Milham and W. B. Milham. Senator N. M. Jones, who has been general manager of the mill and timber lands of the Partington Company, will continue in that office.

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MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

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Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

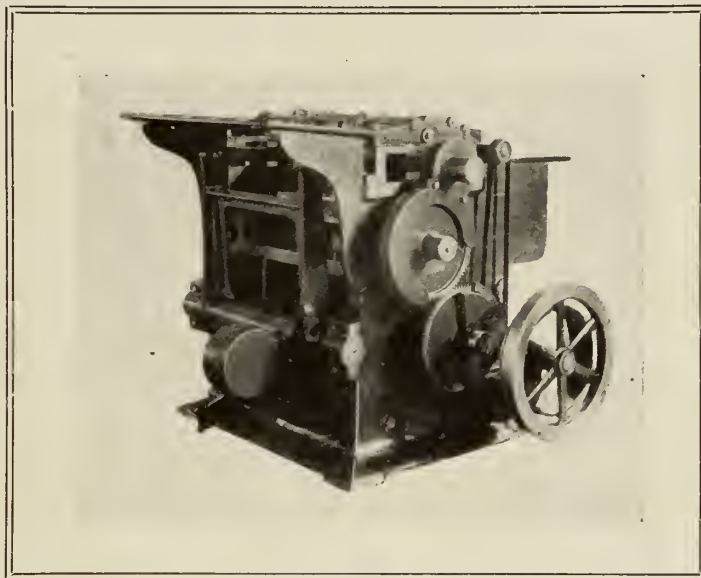
Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA
OCTOBER 7th, 1916.

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Think of it! More and Better Product than 3 Job Presses
at the cost of operating one ordinary Gordon.

THE OSTERLIND is so simple and unique in design, so direct and powerful
in its operation, so fast and so safe for the owner and operator and so scientifi-
cally constructed all through that patents were granted on the entire machine.
This is an extraordinary incident and quite different from other presses, which
have one or more patented features only.

Built in one size, 12 x 10 inches. Speed from 2,200 to 4,200, standard
arrangement.

The Correct Principle in the OSTERLIND is what yields its marvellous
quality and quantity. Ask the man who owns one.

Don't forget to give us the name of any person, who states to you or even
infers that the OSTERLIND Press is no longer being manufactured. Such
persons would deprive you of the benefits of the latest invention and highest
attainment in the printing art.

Prices and terms within the easy reach of all reliable job printers.

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Machine Finish, English Finish and Antique Finish

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In our Linotype, Stereotype, Combination, and Monotype we use only the best selected stock, carefully and thoroughly alloyed.

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The leading Printers and Publishers of the world have found this machine a great labor and money saver.

There are so many ways in which the Economy Safety First Portable Tiering Machine may be used that it will pay you to write for full information and particulars.

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Logan, H. J., 114 Adelaide St. West, Toronto.
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.

Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER

Albemarle Paper Co., Richmond, Va.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' MACHINERY

Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L. Co., 445 King St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

BOOKBINDERS' SUPPLIES

Brown Bros., Simcoe and Pearl Sts., Toronto.

BOOKBINDERS' WIRE

The Steel Co., of Canada, Hamilton.

CHASES, STEEL

American Steel Chase Co., 27 Beekman St., New York.

BRASS TYPE

Hoffmann Type & Engraving Co., 4th Ave. and 10th St., New York.

COLLECTION AGENCIES

Canadian Mercantile Agency, 46 Elgin St., Ottawa.

Publishers' Protective Association, 329½ Bathurst St., Toronto.

COUNTING MACHINES

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER

J. L. Morrison Co., 445 King St. West, Toronto.

CUTTING MACHINES

Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L. Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CONSULTING PRINTER

Daniel Baker, 610 Confederation Life Bldg., Toronto.

ELECTROTYPING AND STEREOTYPING
National Electrotpe & Stereotype Co., Ltd., 229 Richmond St. W., Toronto.

Toronto Electrotpe & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES

Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

FEATURES FOR NEWSPAPERS

International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS

Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

HAND PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

JOB PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

JOB PRESS GAUGES

Golding Mfg. Co., Franklin, Mass.
Megill, Ed., 60 Duane St., New York City.

KEYBOARD PAPER

Colonial Company, Mechanic Falls, Me.

LOOSELEAF BINDERS

Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES

Wing, Chauncey, Greenfield, Mass.

METAL FOR TYPESETTING MACHINES

Canada Metal Co., Fraser Ave., Toronto.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

McFARLANE, SON & HODGSON, Limited

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PAPER DEALERS

AND

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Copper, Zinc, Electro
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Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.

J. C. & L. W. EPSTEIN CO.

378-380 Front Street East, TORONTO

Ship us your scrap iron, rubber and paper.

Write us for Quotations

For 1917

DAILY — Scoop, Fashions, Comics, Under the Home Roof-tree, Noozie, Health is Wealth, Puzzles, Portraits, and (e.o.d.) Hints for the Motorist.

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AND (twice a month) The Ad-route.

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BATIMORE - MARYLAND

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Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Toronto.
Geo. E. Stewart, Montreal.
Toronto Type Foundry, Toronto & Montreal.

Buyers' Guide

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References: The Bank of Ottawa and many of the leading publishers, to whom we have been giving satisfaction for the past six years.

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China Premiums ARE THE BEST!

Distinctive Services in Many
Sizes. Write for Samples.

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Eastern Brass & Wood Type Co.

4th Ave. and 10th St., New York

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Prompt Delivery Lowest Prices
Large Stock in all Sizes

Write for catalog

Hoffmann Type & Engraving Co.

4th Ave. and 10th St., New York

Brass Type Brass Dies Book Plates
Embossing Dies
Bookbinders' Tools and Rolls

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

Babcock Printing Press Co., New London, Conn.

Manton Bros., 105 Elizabeth St., Toronto.

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Goss Printing Press Co., Chicago, Ill.

Hoe, R. & Co., 504-520 Grand St., New York.

New York Machinery Co., 60 Beekman St., New York.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

PURCHASERS OF OLD TYPE, ETC.

J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

RAGS—WIPING

E. Pullan, 20 Maud St., Toronto.

The Levi's, 100-102 John St., Toronto.

REGISTER GAUGES

E. L. McGill, 60 Duane St., New York.

ROTARY PRESSES

Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.

R. Hoe & Co., 501 Grand St., New York.

STEEL CHASES

American Steel Chase Co., 27 Beekman St., New York.

SAW TRIMMERS

Miller Saw Trimmer Co., Point Building, Pittsburg.

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A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co., Rahway, N.J., U.S.A.

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Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St., Toronto.

Intertype Corporation, World Building, New York.

Miller & Richard, Toronto and Winnipeg.

Lanston Monotype Machine Co., Lunsden Building, Toronto.

The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

WASTE PAPER DEALERS.

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All colors and sizes for all stamping
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Canada Paper Co., 112 Bay St., Toronto.

Doty & Scrimgeour Sales Co., 74 Duane St., New York.

McFarlane, Son & Hodgson, Montreal, Que.

Niagara Paper Mills, Lockport, N.Y.

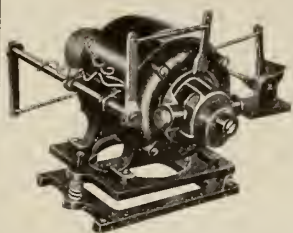
Provincial Paper Mills Co., Telephone Building, Toronto.

Rolland Paper Co., Montreal, Que.

Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.

Wilson Munroe Co., Limited, Toronto.

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Perfect variable speed control
with alternating current.

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Manufacturer of the Wing-Horton Mailer and its Supplies
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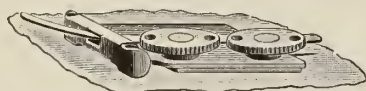
"How?"

"I let it all be done
by my competitors."

—*Boston Transcript*

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WISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

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BLOMFELDT & RAPP CO., 108 N. Jefferson St., Chicago. Paper-macerating machine for destroying confidential papers, checks, and all kinds of stationery; paper can be used for packing.

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"A POCKET COMPANION FOR LINOTYPE operators and machinists." Price \$1. Address S. Sandison, 318 West Fifty-second street, New York City.

LEARN THE LINOTYPE—WRITE FOR particulars Canadian Linotype, 35 Lombard street, Toronto.

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NEWSPAPER MAN WITH TWENTY years' experience in editorial, advertising and business departments, now employed, seeks change. Would like to connect with daily in managerial or executive position. Can make good. Best of references. Address Box 549, Printer and Publisher.

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150 REAMS OF 43 x 56-100 POUNDS news, will be sold at current market price, delivered. Address Examiner Office, Peterborough.

GROSS PRESS FOR SALE—PRINTS AN eight-page paper of seven or eight columns wide, length of column 21½ inches, complete Stereo Outfit, all in guaranteed good condition. Press is at Winnipeg. For further particulars and price, address, American Type Founders Company, Winnipeg. (1)

HUMANA FEEDER FOR 10 x 15 C. P. Gordon, used less than two years, not suitable for our class of work, reasonable price. Page Printing and Binding Co., Sherbrooke, Que.

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WANTED. — SMALL JOB PRINTING office in live town in Ontario, doing first-class business. State terms and particulars to George W. Lucy, Lennoxville, Que. (1)

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COMPLETE NEWSPAPER AND JOB plant for sale. Wharfedale press, Monoline, folder. Complete outfit of type and

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Good Ontario town. Good jobbing business. Model 8 Linotype. Well equipped office. Price moderate. Address, Box 1074, Pembroke, Ontario.

SPLENDID OPPORTUNITY FOR PRACTICAL

newspaper man or good editorial writer to obtain an interest in flourishing city daily and weekly newspaper business in one of the best cities in Ontario; capital required, five to ten thousand dollars. Write, giving full particulars, qualifications, etc., Box 550 Printer and Publisher.

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newspaper publishing plant, in best condition; large circulation; in a good town in Ottawa Valley; large job work business; this plant, on a sound paying basis, is offered for sale owing to death of its editor-proprietor. For information apply to Nell Campbell, Arnprior, Ont.

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Former pressroom equipment of City and Evening News, Boston, which is now being disposed of.

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These machines are offered for sale at low prices, all in good operating condition and can be expected to last.

One Goss High-Speed, Straightline, Five Roll, Double-Width Press

Equipped with two modern Goss High-Speed rollers staggered cylinder, Paten plate lock, plate holder and roller.

Running speed per hour: 72,000 8, 10, 12, 14, 16, 18 and 20 page papers 36,000 22, 24, 26, 28, 30, 32 and 40 page. If necessary, the paper deck can be arranged for color printing of multiple and octuple pages.

Three Goss Straightline, Four Deck, Four-Plate-Wide Octuple Presses

Equipped with two or four rollers staggered cylinder and other improvement.

Running speed per hour: with rollers 48,000 8, 10, 12, 14 and 16 page papers 24,000 22, 24, 26, 28, 30, 32 and 40 page papers. With four rollers press can also run 100,000 per hour 26, 28, 30, 32 page papers 24,000 per hour 40 page papers. We can furnish these presses with multiple plate decks to run additional speeds of 100,000 per hour 18 and 20 pages.

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Equipped with staggered cylinders and two rollers rollers. Running speed per hour: 50,000 8, 10, 12 and 14 page papers 25,000 16, 18, 20, 22, 24 page papers 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42 and 44 page papers. These machines are arranged to be used to for multiple and larger capacity of 100,000 per hour. We can furnish multiple plate decks if desired. We can also attach color printing by means of rollers.

Three Goss Straightline, Two Deck, Four-Page-Wide Quadruple Presses

Equipped with staggered cylinders and two rollers rollers.

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MODEL 19	- -	\$2,700
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MODEL 16	- -	\$2,900
Double-Magazine		
MODEL 17	- -	\$3,000
A Model 16 with Auxiliary		
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MODEL 14	- -	\$3,700
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Model 9 (Four-Magazine) Linotype
Price \$4,150

RESOLVED, That during 1917 I will reduce all my composition costs, increase my output and make a profit of two dollars where my cash drawer registered only one before—

That I will in no way impair the efficiency of my compositors by making them hunt for sorts and work with battered and worn-out display type—

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That I will create confidence in my customers by advertising my facilities to prove that my estimates mean reasonable profits *plus* service and quality.

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THEREFORE, I will buy more multiple-magazine *Linotypes*, and at once investigate the *Ludlow Typograph*.

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BY THE A. B. C.

February, 1917

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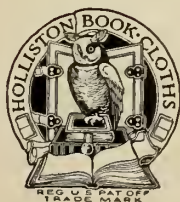
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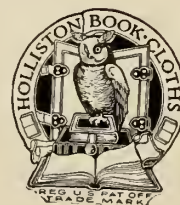
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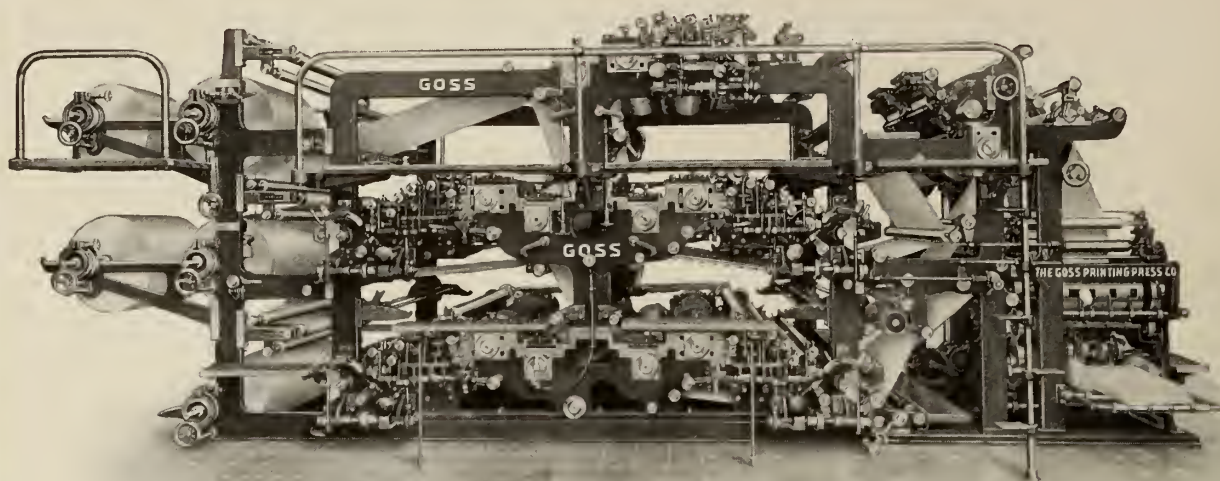
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ONE EXTRA COLOR AND FUDGE PRINTING ATTACHMENTS.

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**10 "Goss High Speed Straightline"
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THIS LARGE BATTERY OF GOSS PRESSES
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4, 6 OR 8 PAGE PAPERS PER HOUR.

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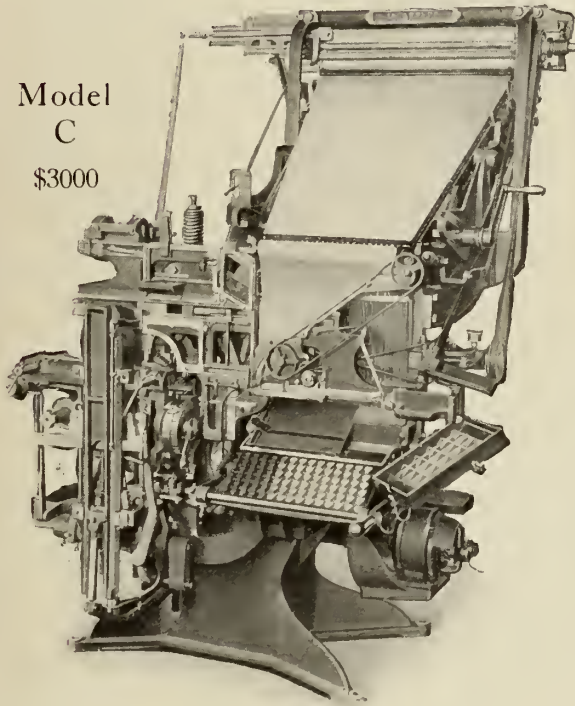
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sets a new
record for
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orders entered for

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Machines
during December

We take this opportunity to express our appreciation of the confidence thus shown by publishers and printers in the INTERTYPE and in our organization. It will be our constant aim to justify that confidence by building INTERTYPES so well that every buyer becomes a booster.

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TERMINAL BUILDING

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The Latest Achievement

New Model Twentieth Century Low-Type Unit Press

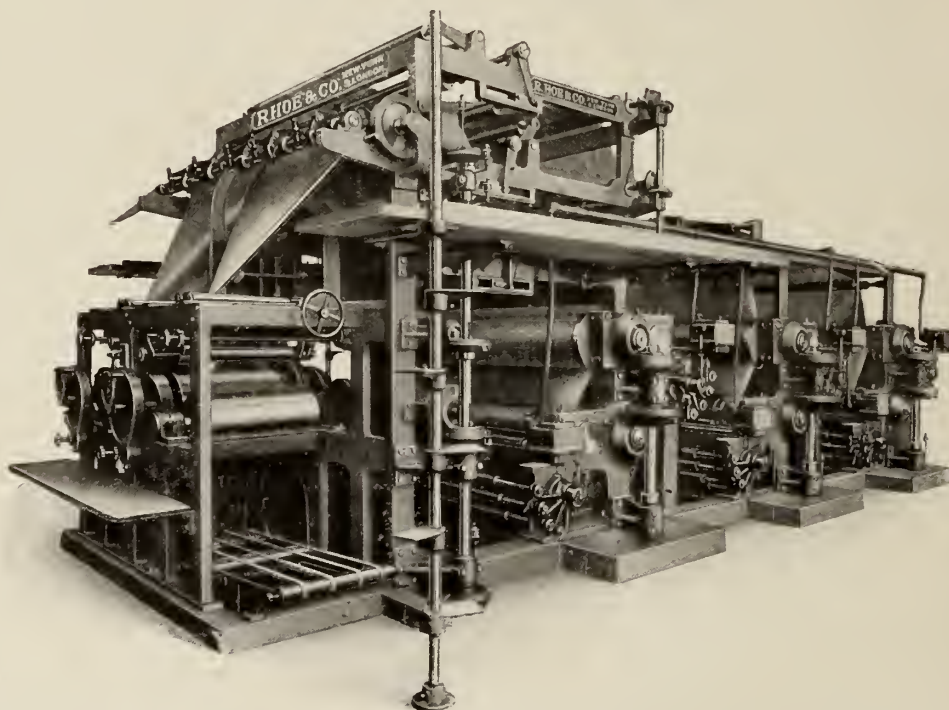
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GUARANTEED RUNNING SPEED AS SEXTUPLE:

80,000 Twelve Pages, or 40,000 Twentr-four Pages, Per Hour

ACTUAL NET PRODUCTION, TAKEN FROM OPERATING RECORDS:

50,000 to 60,000 Twelve Pages, or 25,000 to 30,000 Twenty-four Pages,
Per Hour, all well printed papers.



Two Sextuples of this type are now used in printing The New York Times; five are in course of construction for The New York Sun, and four for The Philadelphia Public Ledger.

NEW AND DISTINCTIVE FEATURES:

Improved Ink Distribution and Patented Ink Pumps, Doing Away with Ink Fountains and Ductor Rollers; New Design Plate and Impression Cylinders with Special Bearings, Reducing operating Power to the minimum; Cylinder and Main Gearing of New and Special Construction; Independent Vertical Driving Shafts for Each Printing Unit; Improved Folding Mechanism and Folder Drive; all parts readily accessible from floor; Extra Heavy and Rigid Construction throughout.

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7 Water Street, Boston, Mass.

120 St. James Street, Montreal, Can.
109-112 Borough Road, London, S.E., Eng.

A BANNER YEAR

Some of the Orders for Hoe Presses Received During 1916

NEWSPAPER PRESSES

St. Louis Post-Dispatch (Five Octuples).
 Washington Star (Three Octuples).
 Cleveland Press (Two Double Sextuples).
 Chicago Tribune (Two Octuples and Two Octuple Decks).
 New York Sun (Five "Twentieth Century" Sextuples).
 Philadelphia Public Ledger (Four "Twentieth Century" Sextuples).
 New York Times (Two "Twentieth Century" Sextuples).
 Pittsburgh Dispatch (One Sextuple).
 New York Evening Mail (Two Sextuples).
 Philadelphia Evening Bulletin (One Octuple and Eleven Octuple Decks).
 Seattle Times (One Octuple and Five Color Decks).
 Detroit Free Press (One Octuple and Four Octuple Decks).
 Cleveland Leader-News (One Octuple and Two Octuple Decks).
 Des Moines Register and Leader (One Sextuple).
 Hartford Courant (One Sextuple).
 Herald de Cuba (One Sextuple).
 Knoxville Sentinel (One Sextuple).
 Pittsburgh Dispatch (One Sextuple).
 St. Louis Star (One Sextuple).
 Spokane Spokesman-Review (One Color Sextuple).
 Toledo News-Bee (One Sextuple).
 Anaconda Standard (One Quadruple).
 Augusta Herald (One Quadruple).
 Brooklyn Citizen (One Quadruple).
 Buffalo Express (One Quadruple).
 Fairchild Press (One Quadruple).
 Gazzetta del Popolo (One Quadruple).
 Halifax Chronicle (One Quadruple).
 Paterson News (One Quadruple).
 Winnipeg Tribune (One Quadruple).
 Greensboro Daily Record (One 24-page Press).
 Kalamazoo Gazette-Telegraph (One 24-Page Press).
 Kokomo Dispatch (One 24-Page Press).
 Long Branch Record (One 24-Page Press).

NEWSPAPER PRESSES—(Cont'd)

Taunton Globe (One 24-Page Press).
 Wall Street Journal (One 24-Page Press).
 Winston-Salem Sentinel (One 24-Page Press).
 Woodstock Sentinel-Review (One 20-Page Press).
 St. Johns Star (One 16-Page Press).
 Ansonia Sentinel (One 8-Page Addition).
 Chester Times (One 8-Page Addition).
 Boston Post (Four Octuple Decks).
 Nashville Tennessean (One 8-Page Deck).
 Pittsburgh Post (Two 8-Page Decks).
 Salt Lake Tribune (One Sextuple Color Deck).
 St. John Standard (One Deck).
 Utica Press (One Sextuple Deck).
 And Many Others.

MAGAZINE PRESSES

Cosmopolitan and Good Housekeeping (Ten 96-Page Presses).
 The T. Eaton Co. (Two 64-Page Presses).
 Billboard Publishing Co. (One 32-Page Press).
 P. F. Collier & Son (One 128-Page Book Press).
 Farm Life Publishing Co. (One 64-Page Press).
 Giles Printing Co. (One 96-Page Press).
 Mail and Express Job Print (One 96-Page Press).
 Pennsylvania Farmer (One 64-Page Press).
 Successful Farming (One 96-Page Press).
 And Many Others.

ROTOGRAVURE PRESSES

The New York American (Four 16-Page Presses).
 The New York Times (Three 16-Page Presses).
 The Cleveland Plain Dealer (One 8-Page Press).
 Los Angeles Times Mirror (One 8-Page Press).
 Sydney Sun (One 16-Page Press).
 And Many Others.

R. HOE & CO.

504-520 GRAND STREET

NEW YORK, N.Y.

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KIMBLE

Single Phase Variable Speed Printing Press Motors

1. Are designed for printing press service, only.
2. They have all the refinements that belong on a printing press motor and have none of the complications that are necessary to make a general-purpose motor fit printing press requirements.
3. Afford widest range of press speeds with utmost nicety of control.
4. Are economical, because they convert the power metered into useful work without loss in resistance boxes.
5. Rob alternating current of its terror for the printer, since they surpass direct current motors in performance.
6. Can be installed on any single, two, or three-phase circuit of proper voltage and cycles.

Kimble Motors are made in sizes, ranging from those required by the smallest job press to the big motors for the large cylinder presses.

For full particulars address the agency nearest to you.

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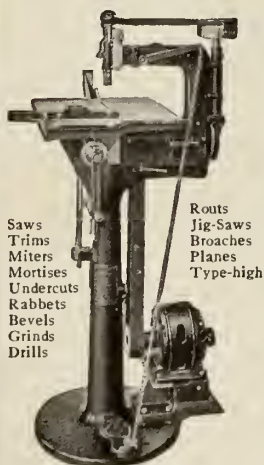
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Saws
Trims
Miteres
Mortises
Undercuts
Rabbets
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Grinds
Drills

Roots
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No device enables your printers to get *quick action* quicker than a Miller Saw-Trimmer.

Quick-acting tables, quick-acting gauges, quick-acting vises, quick-acting cutting tools—ready for any operation in one minute or less.

If you are for *quick action*

*You will buy
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Saw-Trimmer*

the only machine that saws and trims in one operation.

Quick action has turned many a profitless job into profit—are you for *quick action*?

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Border from 2 pt. rule—dotted center piece cut and corners mitered with Miller Saw

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MAKE YOUR DOLLARS FIGHT AT THE FRONT. BUY DOMINION OF CANADA THREE-YEAR WAR SAVINGS CERTIFICATES

\$ 25.00	FOR	\$21.50
50.00	"	43.00
100.00	"	86.00

INDIVIDUAL PURCHASES LIMITED TO \$1500.

FOR FULL PARTICULARS APPLY AT ANY BANK
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JAN. 9, 1917

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OTTAWA

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For the Printer
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We stock for prompt delivery SEYBOLD Paper Cutters, "Perfection" Wire Stitching Machines, Ruling Machines, Tatum Perforators and Punching Machines and have in stock all supplies for the Bookbinder.

Rebuilt machinery of every description.

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**for better results on
the weekly newspaper**

Prints Black and clean on cuts and adds
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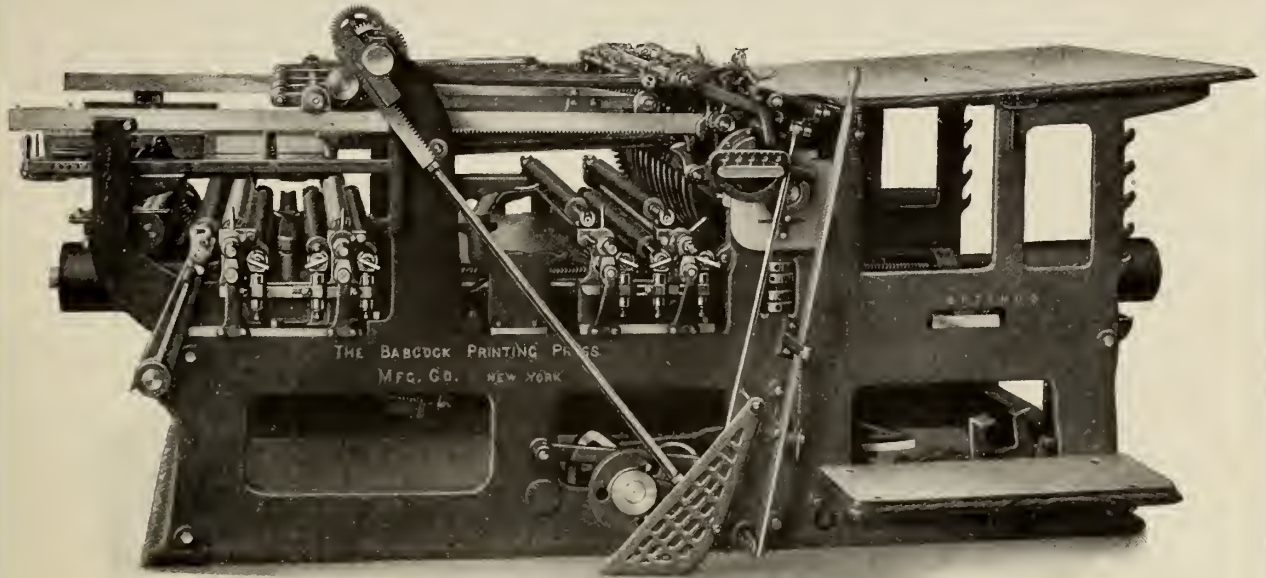
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Now being used by scores of Canada's
leading Weeklies.

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two- and three-roller, two-revolution PRESSES cover the field *efficiently* and *completely* for all classes of work which can be printed on a sheet 25" x 38" or smaller.

They are built in three sizes

THE No. 35 OPTIMUS, a two-roller press with diagonal table rollers, prints any size form up to 21" x 31" on a 23" x 34" sheet, at any speed up to 3,000 impressions per hour.

THE No. 41 OPTIMUS, a two-roller press with our spiral driven table rollers, prints any size form up to 23" x 37" on a 25" x 38" sheet, at any speed up to 2,800 impressions per hour.

THE No. 43 OPTIMUS, a three-roller press with our spiral driven table rollers, prints any size form up to 23" x 37" on a 25" x 38" sheet, at any speed up to 2,500 impressions per hour.

EVERY TIME-SAVING CONVENIENCE, EVERY PRINCIPLE OF EFFICIENCY, EVERY DEGREE OF THOROUGHNESS found in the large OPTIMUS presses is built into these small presses, so far as is practicable on a small machine.

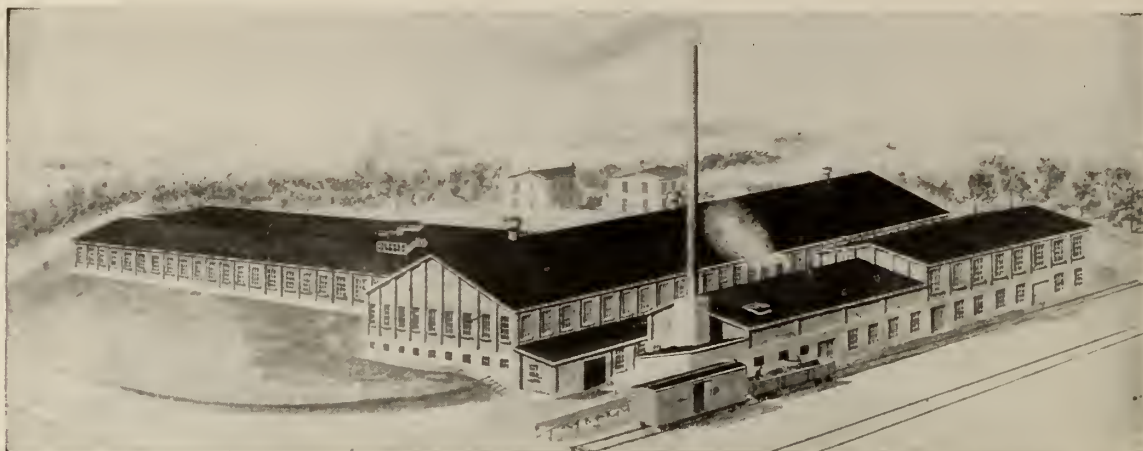
HOW CAN ANY PRINTER, having nothing but large two-revolution presses, HOPE TO COMPETE, in these days of high costs, WITH HIS NEIGHBOR WHO IS EQUIPPED WITH AN OPTIMUS PONY?

NO PRINTING ESTABLISHMENT can to-day afford to be without one or more of these small, efficient machines.

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The Largest and Best Equipped Mill in Canada for
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Show them the qualities of our lines and note
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You cannot fully appreciate the true value to your business of real, dependable blotting paper unless you are using the well-known

Standard Brand Blottings

Being made from selected cotton stock, these blottings are always uniform in quality, with that smooth firm finish so essential for your high-class printing.

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World's Largest Producers of Fine Blottings
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There's a world of satisfaction in **World Blotting**

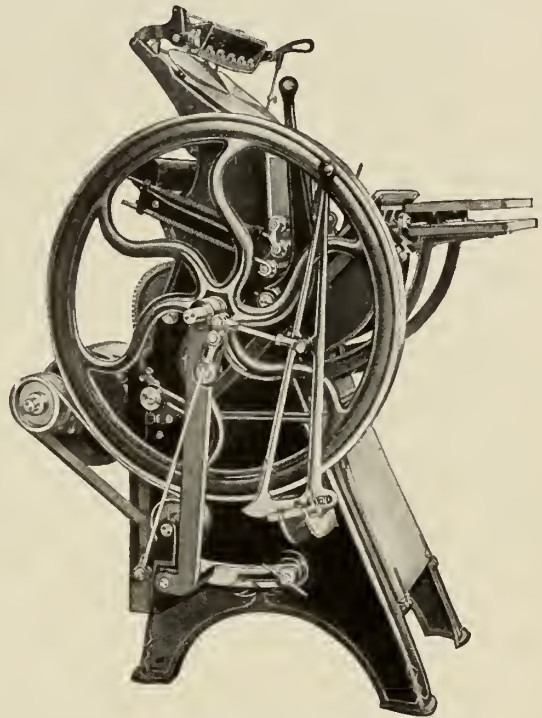
Over thirty years ago "WORLD" BLOTTING set the pace for its competitors—it is doing the same to-day. Its unbroken record of satisfaction giving is a guarantee that you will find in it the ideal blotting for your business.

We also make Albemarle Half-Tone, Albemarle Enameled (the best for your better class printing) and Hollywood and Reliance, two cheaper grades, but the best blottings at the price.

Would you like to see some samples?

The
Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

The IMPROVED PEARL PRESS



The Lowest Priced Job Press Made.

SAVES Labor, power, type, floor space in every operation.

The Pearl is a small press for small work. Rapid, strong, convenient and the lowest priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than on any other platen press. Very efficient motor equipment.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency—a basis for reasonable cost—a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, "Speed, Capacity and Quality." Ask for it.

*Golding Manufacturing
Company, Franklin, Mass.*

Additional Products: Golding Jobbers, Pearl and Golding Cutters, Hot Embossers, and various Printers' Tools.

Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.

PUBLISHERS!

You spend valuable time, expend needlessly large sums, and waste your energy in YOUR methods of attempting to collect overdue subscriptions. You must admit that the results that YOU obtain are not proportionate to your efforts and outlay—are discouraging, to say the least.

A ready means of realizing on your dead subscription accounts is at your command. Our

Protective Association

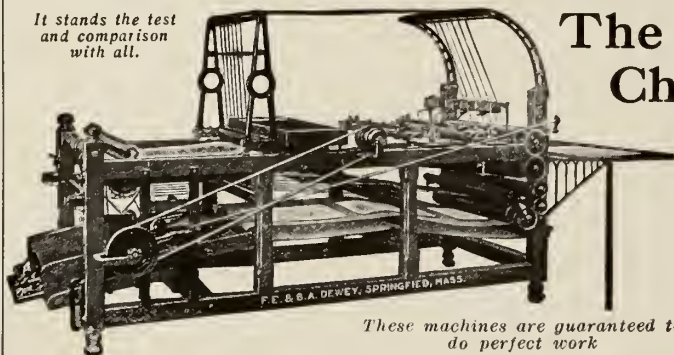
offers you the benefit of its extensive experience in the collection business. We specialize in subscription accounts, and always collect where many others have failed.

Avail yourself of our services and we shall relieve you of all the worry and strain and of a great share of the expense incident to the collection of your dead accounts. Our business methods are clean cut. Our charges are nominal. There is no charge at all unless we produce results.

Awake to your opportunity. Write for forms to list your accounts on. **ACT AT ONCE!**



*It stands the test
and comparison
with all.*



*These machines are guaranteed to
do perfect work*

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of **EXCLUSIVE** features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863

Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard,
H. J. Logan and others.

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

*Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all
kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.*

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BULKY

GOOD COLORS



*This Design is a
Guarantee of Quality*

It will pay you to write

Made in Canada

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO

MONTREAL

WINDSOR MILLS, P.Q.

Colored Papers a Specialty

ELECTROTYPES

made from Electros, Stereos, Woodcuts, Zincs, Half-Tones, Brass Stamps, Etc. Out of-town orders shipped same day as received. Work and service unequalled. Our new scale of prices and answers to enquiries by return mail.

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Company, Limited**

111 Adelaide Street West, Toronto

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Adelaide 1638

TRAYTON BLABER,
Manager

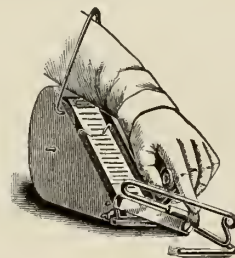


Buy of the Maker

One of our largest railroads wanted 50 Lumber Hammers. Inspected our plant and service. They gave us the order in confidence.

We manufacture Steel Stamps and Dies of all kinds, Stencils, Time Checks, Tally Registers, Lumber Hammers, Inspectors' Brands, Merchandise Checks, Medals, Police and Firemen's Badges, Wagon Licenses, Dog Tags, Auto Plates, Memorial Plates, Brass Signs for Doctors or Business Houses, and for the trade under personal supervision.

THE J. F. W. DORMAN CO.
BALTIMORE, MD., U.S.A.



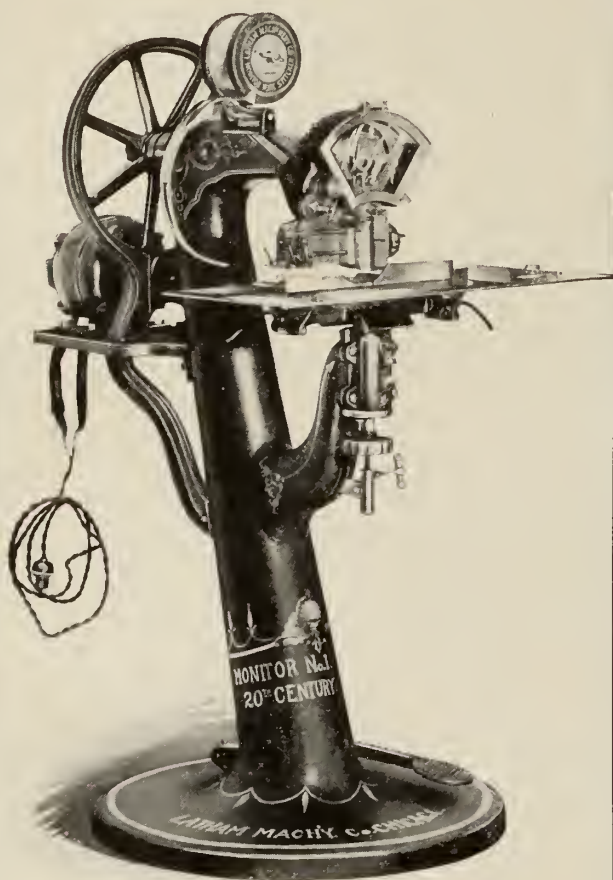
THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

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137 W. TUPPER ST. -:- BUFFALO, N.Y.

All Ye Who Seek Profits!



Know the Monitor
before you pur-
chase a Wire
Stitcher

LATHAM MACHINERY CO.

NEW YORK CHICAGO BOSTON

Canadian Selling Agents:

H. J. LOGAN, 114 Adelaide Street West, Toronto
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Perfect Electro- types by the Lead Mould

THIS process gives **Process**
Electrotypes
absolutely equal

to the original half-tone for printing clearness.



The process uses lead instead of wax and the pressure in making is much greater. The result is an Electrotypes harder and finer than that possible by the common wax process.

Printers:

Send in your customers' fine half-tones for lead-mould electrotypes, and so save yourself and them time, express and duty. We guarantee to produce plates equal to those obtained anywhere.

Send for Sample of Work.

Montreal Electrotype Co., Reg'd
MONTREAL

*"Where
can I get a list
of advertisers?"*

A question often asked — and the answer is

Who's Who in Canadian Advertising

Contains the names and addresses of over 2,000 buyers of advertising in Canada; name of the man who directs the advertising, and of the Agency which places the contracts. Also a list of 225 Agencies and the accounts they place in Canadian mediums. And an index to over 500 advertised products whose advertising does not usually disclose the name and address of the advertiser. The first and only guide to those who buy for those who sell advertising.

"Absolutely essential to every adv. manager."

(Says Printer & Publisher)

253 pages, pocket size, leather-bound.

Obtainable only upon receipt of the price, \$5.00, from the publisher.

W. A. Lydiatt 53 Yonge Street
TORONTO

UTILITY- ACCORD

HAVE you ever shown a customer a dummy made of paper where the cover and text page perfectly match for color? Just a difference in weight—that's all.

The fact that there are a number of substitutes on the market for UTILITY-ACCORD to-day proves that the unique Utility idea finds favor where shown.

Some people like contrast; others harmony. You can get either effect by wisely using one or more of the seven attractive Utility shades.

UTILITY-ACCORD is made in three weights: 25x38-60 for text pages and 20 x 25-60 and 20 x 25-120 for covers.

Samples of either in all colors will be sent to you on request.

Niagara Paper Mills
LOCKPORT, N.Y.



Are you looking for good platework?

Then get in touch with us. We are turning them out every day, bright, clean, snappy plates—

Reliance Plates

the kind that guarantees our customers absolutely satisfactory press results.

We are ready to give **YOU** the very same time-saving, profit-making service. Why go on losing money on cheap platework? Think of the extra time on the presses, in the make ready and the generally unsatisfactory results such plates produce. Would it not be wiser to connect up with us right now and thus guarantee yourself and your customers entire satisfaction?

Call us up, or write us to-day. Ask us to show you what **RELIANCE** plate quality really is.

RELIANCE ENGRAVING
COMPANY

Photo Engravers
Cartoonists
Photographers



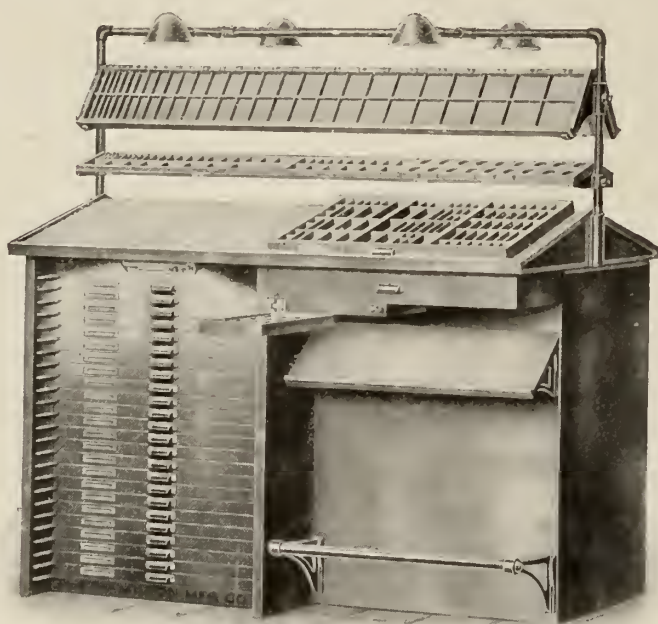
Designers
Illustrators

143 UNIVERSITY AVE.

PHONE, ADELAIDE 4094

Motion Study in the Average Composing-Room

will disclose the fact that a very considerable percentage of the compositor's time is spent in walking from one point to another in gathering the various materials required to produce a job. This is not the compositor's fault. Usually he knows that time is being wasted but doesn't get an opportunity to express his opinions.



ADMAN STEEL CABINET, No. 549

The modern way puts all of the materials that are ordinarily used right where the compositor can reach them without moving from the alley. A modern Cabinet of this nature is illustrated herewith. Study this illustration and you will note that ample provision is made for leads, slugs, spaces, quads, thin spaces, thin leads, brass rule, in addition to a large supply of type. All of this is accommodated and still ample, clear working space is left for handling the larger jobs.

There is still another advantage to this Cabinet which will be appreciated by printers with crowded quarters—namely, a saving of about 50% in space over that required by obsolete equipment.

If you would save time and money, put yourselves in touch with our Engineers, who will show you what can be done in your plant at moderate cost. Why not start to-day making the composing-room a paying investment instead of a drag?

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co., Limited, { Toronto, 70 York St.
Montreal, 345 Craig St. W.
Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.
Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.

CANADIAN SELLING

AGENTS:

American Type Founders Co., 175 McDermot Ave., Winnipeg.
Miller & J. Toronto, 7 Jordan St.
Richard } Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.
corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Planning a Printer's-Publisher's Building for a Lot 30x100

A British Columbia Publisher Seeks Assistance—A Plan Offered—The Plan Interpreted—What Do You Think of It?—Can You Suggest Improvements?

LET US suppose that you are the publisher of a country weekly, and that good fortune, or misfortune, makes it necessary for you to erect a building for the needs and purposes of your business. Let us suppose, too, that the lot you will build on measures 30 x 100, or near these figures. In such case how would you lay out your building?

Suppose, further, that your building could not obtain light from the sides of it, or from one side of it, but only from the front and rear, and perhaps from overhead for the rear portion of it; how would you contrive it?

A BRITISH COLUMBIA PUBLISHER'S PROBLEM

We do not need to suppose this problem. For one man, at least, it is real and urgent—a publisher in British Columbia. He writes PRINTER AND PUBLISHER as per the text in the accompanying panel.

This publisher's case is similar to that of other publishers who have solved their problems more or less satisfactorily; and is the problem that will be solved by other publishers, more or less satisfactorily, in the near future. And so both those who have built and those who may be planning to build are likely to be interested in the plan which PRINTER AND PUBLISHER offers over page, and herewith interprets.

ON INCLUDING A STORE AND OFFICES

PRINTER AND PUBLISHER's correspondent does not make it very clear that he wants to occupy the whole of the building himself, either now or later on, when the upper storey may be put on. But it would seem that the present needs of his business do not call for the occupation of the whole of the space in the front part of the office; and so a store has been incorporated in the plan—a store for which rent can be obtained, possibly \$300 a year; and \$300 a year represents interest on \$5,000 at 6%, viewed either as capital or as a loan.

Also, in the plan proposed, the upper storey would seem to be worth putting on immediately, since it provides for two rentable offices, which together should yield a revenue of at least \$500 a year in a country town, and more in a larger

Will you be good enough to give us some information and advice with regard to a building for a country town newspaper? Any charge, we will be glad to meet.

In the spring we propose to move into a new building. The building site we have in mind is a thirty by one hundred-foot lot on the main street. We desire a concrete block building with a store front. For the next few years it will probably be safe enough to have windows along the sides, but eventually these will have to be closed up when the adjacent lots are built upon, and therefore provision must be made for skylights on the top of at least the rear half of the building. In this event an eight-inch wall would be sufficient for the rear portion of the structure, and a twelve-inch for the front part, where later we might add a second storey above the office. We figure on a building 30 x 90 outside measurement.

Would you give us a rough layout in order to help out with the plan? We would like a layout which would provide for skylights and would admit of eventual removal of the time-setting department upstairs. Probably it would not be advisable to bring the second storey back farther than forty or fifty feet to avoid shutting off skylight space from the downstairs room. Provision would need to be made for a general office, small private office, stock room, composing and press room downstairs, back room for engine, etc., where goods could be received and moved straight into stock room.

We have a No. Five Linotype, six col. quarto Babcock Regular, 12 x 18 Gordon, 8 x 12 Gordon, 30-inch cutter, four h.p. gas engine, big steel imposing table for eight seven-col. pages, smaller stone for four seven-col. pages, two smaller job stones, two racks type, two Hamilton type drawer cabinets back to back, Portland foot power punch, Boston foot power stitcher, tables for binding, folding, etc. Omaha folder. This will give you an idea of the machinery which will have to be taken care of in the building.

SUBSCRIBER.

place; this provided the publisher's building is on a main street and in the heart of the business section. These two offices on the upper floor seem just about right in size and character for a dentist or a lawyer. Let us suppose that together they will yield a rental of \$600 a year, which is the interest on \$10,000 at 6%, viewed either as an investment or as a loan. By which is meant that if the

publisher is able to erect his building without borrowing money, the store on the ground floor and the offices on the upper floor, taken together, are the equivalent of \$15,000 capital. Or if the publisher has to borrow money to finance his building venture, the store and offices as provided for by the plan, and at rental values indicated, will give him a greatly enhanced borrowing power, with an income from rentals likely to exceed interest charges on his loan. So in either case it would seem to be wise to include the store and to complete the second storey straightway.

Later on, if need be, the area occupied by the store can be used by the publisher for his own purposes—this with simple and inexpensive structural changes. So also can the upper floors be made available and accessible readily and inexpensively should the growth of the publisher's business call for their space.

A STUDY OF THE PLAN

The plan as drawn calls for a space 30 x 96. This leaves 4 feet at the rear of the property not built on.

It will be seen that in the centre of the lower floor at the front are a stairway and passage-way, the one leading to the second floor, the other to the mechanical department at the rear. This passage-way is quite independent of the business office, which can be locked up, leaving the mechanical department accessible from front or back independently. Also, this passage-way permits delivery men and others, including the mechanical staff, to have access to or exit from the mechanical department without intrusion on the business office—something much to be desired. The passage-way is 3 ft. 6 in. wide—quite wide enough for the trundling through it of a small express wagon or truck for the carrying of heavy or bulky loads from or to the street.

THE VESTIBULE

The vestibule or front entrance to the publishing office and upper floors is 7 ft. 6 in. x 10, and so is spacious and well lighted. Both passage and stairway can be closed, if desired, by an iron door of the extension type—similar to those found in passenger elevators.

The entrance to the publishing office is from the vestibule. This gives the publishing office a wide window—11 feet.

THE PUBLIC OFFICE

It will be seen that the public office is spacious—11 x 13. It will be brilliantly lighted by the great front window. A seat for waiting callers is indicated, also a table where one may write out advertisements or anything else; also, a file stand—for the publisher's own newspaper, for free consultation by callers. This front office conforms in its ideas and possibilities with **PRINTER AND PUBLISHER'S** own standards as set forth in an editorial paragraph elsewhere in this issue.

THE BUSINESS OFFICE

An 8-foot counter is shown. This is ample for the needs of the average office. The inner portion of this counter can be used for cupboards, or for filing cabinets.

A low, swinging gate at the end of the counter separates the public office from the business office.

A typist's desk is shown. This is given its position towards the front that it may have full light advantage from the front window. The desks shown may be low, movable flat-top desks, or may be high, calling for high stools. Two file positions are indicated—for a file of the newspaper for office use. The position not used for this purpose can be occupied by a filing cabinet or other piece of office furniture.

The aisle space between the desks, leading to the publisher's private office, is wide enough to permit free movement without jostling desk workers.

At the rear a door opens into a passage "R," which leads to the mechanical department and lavatories. Also, the cellar entrance is convenient to this door.

This passage "R," it may be remarked here, receives abundant light from overhead—the sky-lighted portion of the building begins at the dotted line shown—40 feet back from the front. The light is shed over all this "R" passage way.

LETTING IN THE LIGHT

Here, it may be noted, the aim has been to eliminate darkness in every part. Dark passages or places are an abomination. The passage running from the vestibule (passage "V") is one of the darkest parts of the whole building, but even here darkness can be killed, by the intelligent use of prism glass. Also, the rear door at the end of this vestibule passage can have glass in it which will admit much light from passage "R."

THE PROPRIETOR'S PRIVATE OFFICE

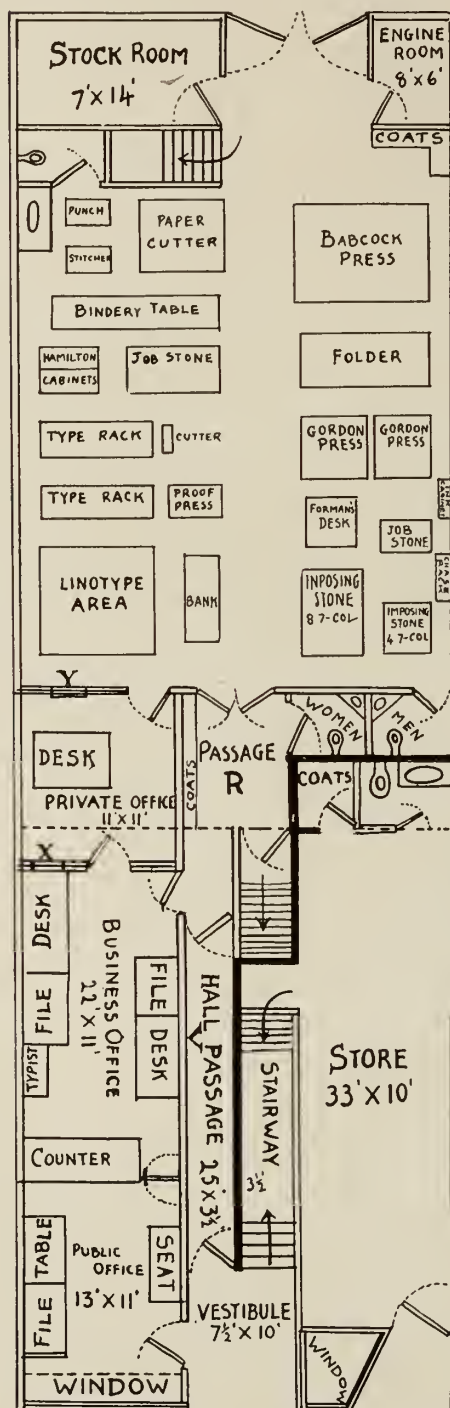
At the rear of the business office is the publisher's private office, 11 x 11. This office opens, it will be seen, into the business office and into the mechanical department.

Glass partitions can be used for this office—a combination of transparent and opaque glass. So can the proprietor have visible command of both the business office and the mechanical department. A window, "X," lifting or hinged, can give communication with the business office, without its being necessary for the proprietor to leave his office or show himself. This office is lighted by skylight. Also a window "Y" gives easy communication with the linotype operator.

THE CELLAR

A cellar under the front office is indicated, and the entrance to it receives much light from passage "R."

This front cellar may be used for furnace, or for storage purposes. It will get its light from the front, and prism glass should be used for best lighting effects. A coal chute from the street should be provided for.



Ground floor plan of Publishers' Building, 30 x 96, described in accompanying article. Features: Spacious vestibule, large public office, ample business office, convenient editor-manager's office, conveniently arranged mechanical department, store and passage-way connecting mechanical office with street at the front. Good light in vestibule, passages, etc., is provided. Rear portion (from dotted line through private office) receives light through skylight. An all-on-one-floor publishing and printing office.

The cellar stairway has a width of 3 ft. 6 in., and so is amply wide.

PASSAGE "R"

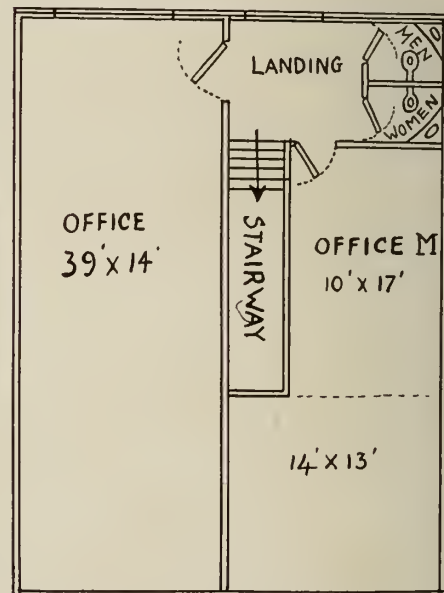
Passage "R" gives access to the mechanical department, from which it is separated by swing doors. These do not need to be higher than 6 feet—just high gates. Off this passage is the women's lavatory. A place in this passage for coats is indicated. A lavatory for men, readily reached from this passage, is indicated.

Note that the three lavatories—the two noted and the one in the store—are all grouped for economy in plumbing work and bills. These three lavatories receive light from overhead, and can be ventilated overhead.

THE MECHANICAL DEPARTMENT

The mechanical department measures 28 x 32—a space ample for the equipment of the average country office. The disposition of the machinery and equipment of **PRINTER AND PUBLISHER'S** correspondent is indicated on the plan. Each publisher or printer can lay out his own plant; yet the following observations on the floor plan for our correspondent may help some other printer-publisher with ideas. Just here, it may be remarked, a good many mechanical departments supposed to have been laid out with care and judgment are not really well arranged, from the standpoints of convenience, economy of steps, light, or wiring (when electric power is used).

The linotype is placed close to the proprietor-editor's office. A copy window, "Y," is shown. Through this copy can be delivered to the operator—placed on a hook within his reach. Also proofs can be similarly placed on a companion hook for the editor. A bank is placed alongside the linotype machine.



Plan of upper floor of Publisher's Building, as described in accompanying article. See note in article.

Next are two type racks and a proof press—for compositors. Also a slug cutter. Also a job stone and the Hamilton Cabinets. All such furniture should be grouped, since it is all related, and by grouping steps and time in work are economized.

But there are opportunities for good architectural effects, at once pleasing, dis-

tinctive and distinguished, and striking. PRINTER AND PUBLISHER has seen some publishers' fronts and facades very heavy, dull, crude and common-place—not the result of economizing, but of very raw taste. Art does not necessarily cost any more than rawness. Often it costs less, and it gives a pleasure lasting through the years.

Fronts and facades for the new building which our correspondent proposes are worth his study—worth spending money on, worth engaging an architect to design.

* * *

So much for the plan PRINTER AND PUBLISHER has had prepared.

Is this plan bad in any portion of it? Can you suggest improvements? Have you any constructive comments to make; any "tips" or suggestions for PRINTER AND PUBLISHER's correspondent to be passed on to him?

If you have anything good to say, say it—for the good of those who may be planning to build.



National News Service

A GRANT of \$50,000 to the Canadian Press, Limited, a Canadian news agency, has been authorized by the Dominion Parliament.

This grant is the result of a visit of a deputation of newspaper owners and managers which waited upon the Government just before the opening of the session. The petition was particularly from the daily publishers of Western Canada and British Columbia who were, however, backed by the eastern men in their request. The request was that the Dominion Government should assume cost of a 24-hour leased wire between Ottawa and Winnipeg, to be operated for the benefit of the newspapers of Canada.

The deputation contended that the burden of assuming the expenses of linking the east with the west over the long and unproductive area from Ottawa to the head of the lakes was under all conditions a heavy one, but under war conditions almost unbearable. The need of a National News Service between east and west and the west and the east was something which everyone interested in the working of Canadian ideals would recognize. The sum of \$35,000 was asked for, to maintain a day and night leased wire between Ottawa and Winnipeg, operative either way, to connect up leased wires at present in operation to Ontario points, and to Montreal in the east, and other leased wires from Winnipeg westward. The Government was impressed by the petition, but decided to make the proposal complete by extending the leased wire from Montreal to the Maritime Provinces.

The amount asked was therefore increased to \$50,000, and a complete National News Service was inaugurated. The money as appropriated will be handed over to the newspaper authorities who will report to the Government on its disbursement.

The proposal involves the leasing of about four thousand miles more of day wire. The difficulty has been the bridging satisfactorily for the newspapers of the unproductive gap of thirteen hundred miles between Ottawa and Winnipeg.

In this connection a meeting of the nationalization committee of Canadian

Press, Limited, the central newsgathering and distributing organization of the Dominion, was held last month in Montreal. The Committee, which is composed of E. F. Slack, *Montreal Gazette*, chairman; J. F. MacKay, *Toronto Globe*; E. H. Macklin, *Winnipeg Free Press*; W. F. Kerr, *Regina Leader*, and G. F. Pearson, *Halifax Chronicle*, will endeavor to bring about a union of the various organizations now in the field.



Canadian War Correspondent

THE Canadian Government asked the Canadian Press, Limited, to select a correspondent who will represent Canadian publications at the front. The expense will be borne by the Government.

This is the outcome of criticism on the part of Canadian publishers relating to the war news service as it particularly affects Canada, criticism which involved Sir Max Aitkin (Baron Beaverbrook), and to which he replied defensively.

Stewart Lyon, editor of the *Toronto Globe*, has been chosen for the position. He is the writer of the *Globe's* daily War Summary, and takes to the work a good preparation, and a fine ability.



Winnipeg Contempt Case

THE contempt case in which Edward Beck, editor of the *Winnipeg Telegram*; Knox Magee, editor of the *Saturday Post*, and others, are involved, was up for consideration last month.

The argument of plaintiffs' counsel was that their comment on Judge Galt as a Crown Commissioner, was justified. Counsel for the Crown argued that while the question of propriety of judges acting as commissioners was a proper one for public discussion, yet, in discussing, no one had a right to vilify and denounce those who took the same view as practically the whole judiciary of Canada. All the authorities agreed, counsel said, that fair criticism never attacked a man in his private capacity, but confined its attention to his public acts. Fair criticism was free from malice.

Counsel for Knox Magee filed a 72-page affidavit, the publication of which was forbidden until the courts had dealt with it. It will be dealt with on February 5.



Publishers' Activities

THE *Vulcan* (Alta.) *Advocate* issued a special Red-Cross edition on January 10. The issue was brightened by the use of an extra color—red, and illustrations were used to add to its appeal. The women of *Vulcan* had the edition in hand.

The *Toronto Daily News* is using Raemaker's Cartoons.

The Raemaeker Cartoons are being syndicated in the United States and Canada through the Ledger Syndicate of Philadelphia.

The *Edmonton Journal* is running a Pure Food page. A sub-title is "Where to Get It—How to Cook and Serve it." It is bait that catches fish.

The *Cornwall Freeholder* will print no more free notices of religious and patriotic meetings, church services, etc. A charge of one cent a word will be made, with a minimum of 25 cents.

Newspaperdom

THE Associated Press accuses the International News Service (Hearst service) of bribing A.P. agents and others to communicate news. This is called piracy. The bill of complaint, together with five affidavits makes a printed book of 50 pages.

Beginning with the academic year of 1918-19 the course in Journalism at Columbia University, New York, will be expanded from four to five years.

The *Rochester Herald* places twenty papers in a sack, which is hung on a pole or tree branch in sections of the city not served by newsboys. Each sack carries the sign: "Take Paper and Deposit Coin in Receiptacle." Very few papers have been taken without payment, the average sales per sack being 35 cents. Collections are made a few hours after sacks have been placed in position.

The *New York Evening Post* has published a book called "Unusual Shops," to help its women readers. It contains a number of shopping articles which have appeared in the *Evening Post*. A slogan of this newspaper of small circulation is "The 22,000 that buys like a million."

The average amount spent by eight great American department stores on advertising is 4.60% of their gross sales. The firm reporting the lowest expenditure devotes 3.48% of its gross sales to the purposes of advertisement; and the firm giving the highest figure uses 6.03% of its gross sales. These figures may have value to solicitors on Canadian dailies.

Twenty-eight Eastern Canadian dailies are running a co-operative advertising page in *The Editor and Publisher*, New York. The first advertisement in the series was headed "Uncle Sam's Best Customer," and was written and signed by George F. Hobart, manager of the Hamilton Advertising Agency.

The *London Advertiser* carried a large drug advertisement inserted by the Taylor Drug Co. of that city in issue of Thursday, January 25th, of five and one-half pages in one advertisement. This is the third time the Taylor Drug Co. have used an advertisement of this kind in the *Advertiser*.



Newspapers Win Over Bill Boards

LONDON, Ontario, saw a fight to the finish in January between billboards and the newspaper as mediums of advertising, and the result was a win, hands down, for the newspaper. Mayor Hugh Stevenson, M.D., returned as chief magistrate for a third term, attributes his success this year to his campaign of newspaper advertising. It was a straight fight on ordinary issues with even chances, as far as the onlooker could see. W. W. Gammage, Dr. Stevenson's opponent, dabbled slightly in newspaper space, but reserved his greatest effort for painted billboard signs and four-sheet posters. These were not before the public until about ten days before the election. Mayor Stevenson, on the other hand, worked up a consistent campaign in the papers, devoting about as much space to the "reader," with an inconspicuous "Advt." at the end, as to display advertising. The readers cost more, but they were worth while. The final and crowning ad. of the campaign was a two-column reader with a news head, in such forceful style as to put a worthy finish to the campaign, and so constructed as to be almost indistinguishable from news style. Mayor Stevenson made liberal use of printer's ink and his belief in publicity through the newspaper was amply vindicated.



Refusing Liquor Advertising

THE *Brantford Courier* has decided not to accept any more contracts for liquor advertising. This step was decided upon because display for sale is not permitted under the present provincial law, and although not so defined, the *Courier* reached the conclusion that displays in newspapers should very well come within the same category.

Both Sides of the Canadian Newsprint Situation

The Proposals of Canada's Minister of Finance—What They are Doing in the United States—Is There a Makers' Combine in Canada?—The Arguments of Canadian Publishers—What the Paper Men Say

THE difficulties and differences of publishers and newsprint makers continue, in both Canada and the United States. The paper makers show little inclination to modify their demand for full market price—this in spite of threatened legislation which may cost them dearly.

In Canada, Sir Thomas White has proposed a maximum increase of \$10 per ton—half a cent a pound—over previous contract prices; and has suggested that he may put an embargo on Canadian exports to the extent of 20 per cent. of the production of Canadian mills. Also he said that the Government might undertake the manufacture of paper. Sir Thomas has asked the publishers and newsprint makers to compose their differences without drastic action on his part, but, so far, the paper makers have declined to accept his price proposal voluntarily. It would seem that they are disposed to compel the Minister of Finance to make an Order-in-Council, and so have something hard and real by which they can "get" him or publishers later on—in the near or far future.

CANADA'S ACTION INFLUENCES THE AMERICAN SITUATION

This action of the Canadian Minister of Finance, of setting a maximum increase on former contract prices, upset, to a certain extent, the deliberations and proceedings of the Federal Trade Commission of the United States, which has been investigating the paper situation in the United States and Canada, and which has prepared a report now in the hands of Congress. As a consequence of Canada's action, Vice-Chairman Harris and Commissioner Perry, of the Federal Trade Commission, made a visit last month to Ottawa to confer with Canadian officials.

In Chicago, on January 26, American publishers and paper makers had a conference (which was attended by J. F. MacKay, business manager of the *Toronto Globe*). A somewhat similar meeting took place in New York on January 20.

At the Chicago meeting there was no very manifest tendency on the part of the paper makers to concede anything, but they were clearly alarmed by the grave words uttered by a member of the Federal Trade Commission, who broadly hinted that the Department of Justice of the United States had dealt with the facts of the alleged combine and was likely, as a consequence, to prosecute individuals who had transgressed the law.

IS THERE A PAPER MAKERS' COMBINE IN CANADA?

In Canada an illegal combination of paper makers would seem to be a fact, and perhaps one not very difficult to establish; but the paper makers are not likely to be molested because of there being no intention on the part of the publishers to "go after" them. The Canadians

Press Association shows no disposition to take any action in the matter of an alleged combine, its daily members being content with the victory they have won in securing a price-ruling from Sir Thomas White; and the members of the other two sections, the Weekly Section and the Trade and Class Section, so far have shown no disposition to take any action themselves or to call for an investigation by a Federal Commission. So, if there be a combine, it is likely to continue and to flourish. All of which is a sad comment on the condition of things in Canada.

The interests of the publishers of local weekly newspapers are conserved by the victory of the daily publishers, since both classes of publishers use newsprint. In the case of publishers using supercalendered, coated, or book paper, the ruling of Sir Thomas White has no application. This is because the arguments presented by the publishers' committee to the Minister of Finance applied only to newsprint, and not to other classes of papers. These arguments, briefly stated, are contained in the following:—

WHY CANADA SHOULD HAVE A LOWER-THAN-MARKET PRICE

The Canadian paper makers making newsprint, in the days of their beginning and feebleness, sought and obtained Government protection from alien countries. Correspondingly, the publishers of Canada in these days of stress and menace, seek protection from the competition of alien countries.

The present high price of newsprint is explained in part by the United States demand—a country not at war, but which has prospered amazingly as a consequence of war. This prosperity led to an unprecedented volume of advertising in American newspapers, and this in turn increased the size of newspapers. Add to this the enlarged circulations brought about by war interest, and you have an enormously increased paper consumption. This excessive American consumption, combined with a diminished paper supply, sent the price of newsprint soaring, and Canadian prices soared sympathetically and inevitably, since Canada supplies the United States with a very considerable portion of her newsprint requirements. Thus, Canadian publishers became the innocent and unnecessary victims of the prosperity of the United States—a country not at war prospering at the expense of a country at war.

Canadian publishers, with diminished revenues, felt that they ought to be protected against a price enhanced by American demand, and asked the Government for the desired protection. The request was for a continuation of old prices, increased slightly as a consequence of higher costs for material and labor. The paper makers contended for the market price as regulated by the laws of supply and demand (and, perhaps, by combina-

tion). Canadian publishers were able to demonstrate that the cost of manufacture had not materially increased; and this was further proven by the investigations of the United States Federal Trade Commission, which showed that during the first half of 1916 production costs in Canada had actually declined. Canadian publishers asked for old prices, or old prices advanced to the extent of one-quarter of a cent a pound, or thereabouts, only on that quantity required by them—about 300 tons out of the 1,800 tons produced daily by Canada. This would leave Canadian paper makers to get the American market price of \$3 or over for the excess over the Canadian consumption.

It was pointed out that if 3 cents a pound or over were exacted from Canadian publishers, it would mean virtual ruin for many publishers and the elimination of all profit on operations for many; that for all Canada it would mean probably \$2,500,000 less revenue for Canadian newspaper publishers. It was also pointed out that it was practically impossible to raise subscription and advertising rates suddenly and to a point to balance the increased cost of paper—this in rebuttal to the contention of the paper men that publishers should raise their selling prices to conform with the higher production costs.

In the United States, while the same arguments could not be advanced, the net situation for many publishers was the same: a rate of 3 cents or 4 cents, as many were called on to pay—meant their ruin. It was contended there and in Canada, that the Government should step in to protect the newspaper industry, which is more than a private industry in that it renders a public and almost necessary service—a service not rendered by any other agency.

PROFITS OF PAPER MAKERS

The makers of paper in Canada and the United States have in the last six months been making a great deal of money and this has been reflected in the dividends they have been able to pay, in their balance sheets, and in the great boom in the shares of paper making companies. These profits have been made in the case of renewed contracts at the higher market rate. In Canada a large percentage of publishers had contracts at old prices extending up to and beyond December 31, 1916. It was, and is, the prospect of making contracts at figures from 60 to 80 per cent. above old contract figures that made paper makers so keen to get the full market price, as made by American demand.

OLD AND NEW PRICES

The Canadian publishers, users of newsprint, had contracts of under \$2 a hundredweight—some as low as \$1.60. But \$1.80 or thereabouts was a common figure. Canadian publishers were willing to pay from a quarter of a cent to half a cent a pound increase, making the price

anywhere from 2 cents to 2½ cents a pound. The paper makers were willing to quote a price of 2¾ cents, but this was rejected by the publishers.

It was subsequent to these overtures that Sir Thomas White advised, in a confidential letter addressed to both publishers and paper makers, his decision, namely, an authorized increase of \$10 a ton, or half-a-cent a pound on old contract prices. This means for publishers a prevailing price in the neighborhood of \$2.35 per hundred pounds, f.o.b. mill.

WHAT THE PAPER MAKERS SAY

The paper makers of Canada and the United States have their reply to the publishers' contentions. Their views were voiced by A. G. Campion, of the Belgo-Canadian Pulp & Paper Company, in the *Financial Post* of January 20. Mr. Campion said:

"The publishers refused to pay more than \$5 a ton in advance of last year's prices, whereas the manufacturers considered that a fairer advance would be nearer \$20 a ton."

Mr. Campion regretted that the publishers of Canada had considered it necessary to approach the Government for relief before they consulted the manufacturers. Such a course was not altogether conducive to harmonious relations between sellers and consumers.

"The present situation is only temporary," said Mr. Campion, "and the law of supply and demand will continue to operate after the war as well as during the war."

"Did anyone come to the relief of the manufacturers when prices were cut to the bone? The company that I am connected with is losing money on every ton of newsprint that it is producing at the present time; because news is sold on contracts extending over one, two or three years, and our wages have been increased thirty per cent. the past year, and we are now confronted with another ten per cent. increase. Not only have wages increased, but the labor is only about 60 per cent. efficient as compared with ante-bellum conditions. We are not crawling under the bed, seeking relief from outside sources, but we are carrying out our contracts as business men should do."

GOVERNMENT OPERATION OF PAPER PLANTS

With regard to Government operation of the plants, (Sir Thomas White suggested this as one of the alternatives open to him), Mr. Campion said that paper making was a highly specialized industry, and with the present high cost of labor and materials, he did not look forward with any degree of optimism to the likelihood of relief being secured by the adoption of that course. The effect upon industry generally would be highly injurious, in Mr. Campion's opinion.

"Foreign capital would look askance at Canada if the Government develops the habit of interfering with the industries of the country. The paper industry would not be the only one to suffer."

"We have asked the Minister," said Mr. Campion, "if he finally decides to fix a price, to at the same time, issue a public statement to the effect that the action has been taken solely as a war measure. Our object in making this request is to prevent the Government's action from being misinterpreted in the great achievement of Canadian industry."

We want it made clear to the world that the proposed dictatorship is due purely to war conditions, and is not likely to become a regular thing. If that is done the harmful effect upon the foreign investor as well as the foreign consumer of Canadian newsprint will be minimized."

Mr. Campion remarked that the paper manufacturers would hardly think of questioning the power of the Government to fix a maximum price for their product, but the question of how far they can go in forcing them to supply the demands of the newspapers is another matter.

PAPER MAKERS NOT HOSTILE

That the attitude of the manufacturers towards the publishers, was not one of hostility, was indicated, said Mr. Campion, "by our offer to guarantee them their usual supply of paper."

"We said: You need not worry about getting paper, but in view of the present abnormal conditions, do not ask us to quote prices too far in advance. Wages are constantly advancing; and the price of various necessary materials has advanced from one hundred to four hundred per cent. On some lines of goods used in our business we cannot get a price on. We can place the order, but the price that we will be required to pay, will be the ruling market price at the time of delivery. How can we quote a year's price for paper under such conditions?"

Mr. Campion said that the manufacturers finally suggested that a price be agreed upon at three months' intervals during the year, but the publishers refused to entertain the idea.

FIXING THE PRICE OF PAPER

"Why should the paper industry be singled out for Government control and dictation?" asked Alex. MacLaurin, vice-president of the St. Maurice Paper Co., in an interview with the *Financial Post*, reported in its issue of January 27.

"They might just as well tell the farmer what price he is to get for his wheat or potatoes, or the coal operators what they shall charge for coal."

The impression among the paper manufacturers is that 2½ cents per pound will be fixed by the Minister as the maximum price that can be charged in Canada for news print.

"If this is done, Sir Thomas White will be striking a body blow at one of Canada's greatest industries. Millions of dollars will be kept out of Canada that would otherwise have come here," continued Mr. MacLaurin.

The market price of news print across the line to-day is \$3.10 a hundred at the mill. This price was established by the International Paper Co. What the Canadian paper manufacturers fear is that just as soon as Sir Thomas White, on behalf of the Government, fixes a price, the American publishers will be clamoring for similar action by their Government and with excellent prospects of success. The price established in the United States would, of course, have to be met by the Canadian manufacturers to their great loss, as the United States takes 81 per cent. of the output of our mills and the Canadian market the other 19.

OF INTEREST TO SHAREHOLDERS

The question is one of deep interest to the holders of Canadian paper securities, as the earnings of the various companies

are bound to be seriously affected by the contemplated drastic action of the Government.

"Many of the mills operated for years at a loss," said Mr. MacLaurin, "and now when they have an opportunity to recoup themselves to some extent, the Government steps in and says: 'No, you will not be permitted to make any money. The law of supply and demand will operate in the case of other commodities, but you must not make any money, no matter what other industries may do.'"

AN INTERESTING CASE

If the Finance Minister carries out his reported intention of compelling the Canadian paper manufacturers to retain at least 20 per cent. of their output for the Canadian trade, it will have one curious incidental result. The *Chicago Tribune* owns the Ontario Pulp and Paper Co. at Thorold, the output of which is 150 tons per day. This does not supply the entire needs of the *Tribune*, and they have to go into the market for about 30 tons a day. Under Sir Thomas White's expected decree, the *Chicago Tribune* will have to go into the open market and sell 30 tons of paper to the Canadian publishers, and then, no doubt, will have to buy a similar amount in the United States at higher prices. One paper manufacturer figured out that the *Tribune's* contribution to Sir Thomas White's policy would be \$450,000 a year. Under the expected new regulated price there will probably be a strict adherence to cash terms, which publishers may find embarrassing.



Prices of Newsprint for the Last 56 Years

THE *Fourth Estate*, New York, recently published a list of the prices at which newsprint sold for the 56 years from 1860 to 1916. The record is as follows:—

1860.....	8.3	1889.....	3.875
1861.....	7.6	1890.....	3.4
1862.....	17.	1891.....	3.125
1863.....	22.12	1892.....	2.91
1864.....	12.	1893.....	2.75
1865.....	12.6	1893.....	2.54
1866.....	17.2	1894.....	2.25
1867.....	15.	1895.....	2.25
1868.....	14.6	1896.....	2.25
1869.....	12.5	1897.....	1.8
1870.....	12.3	1898.....	1.8
1871.....	12.1	1899.....	1.8
1872.....	12.	1900.....	1.8
1873.....	11.2	1901.....	1.8
1874.....	8.6	1902.....	1.9
1875.....	8.5	1903.....	2.05
1876.....	8.2	1904.....	2.00
1877.....	8.2	1905.....	2.00
1878.....	6.46	1906.....	2.00
1879.....	6.	1907.....	2.00
1880.....	6.9	1908.....	2.10
1881.....	6.46	1909.....	2.25
1882.....	6.	1910.....	2.25
1883.....	5.73	1911.....	2.25
1884.....	5.5	1912.....	2.25
1885.....	5.2	1913.....	2.25
1886.....	4.77	1914.....	2.15
1887.....	4.15	1915.....	2.15
1888.....	4.	1916.....	2.15



Winnipeg Paper Company Incorporates

THE Lake Winnipeg Paper Company, Ltd., has been incorporated by the Canadian Government to manufacture paper. It is capitalized at \$5,000,000, divided in 50,000 shares of \$100 each and will have its chief place of business in the City of Ottawa.

C. A. Abraham Gives His Views of Vancouver

The Scenic Charms of Vancouver—Three Elections in a Year—Street Cars and Jitneys — Vancouver's Trade is Expanding — Vancouver's Newspapers

By C. A. ABRAHAM, Business Manager The Vancouver Daily Sun

PRINTER AND PUBLISHER asked Mr. Abraham to provide the accompanying "impressions," desiring to have from an acute observer, with a mind sensitive to the differences of Vancouver, a film, as it were, of the city that has recently passed through the fiery trial of a bursted boom. Mr. Abraham, it is generally known, was, prior to his going to Vancouver, business manager of the Winnipeg Telegram.

THE MOST striking thing about Vancouver to a newcomer is not the city itself, aside perhaps from the uniform courtesy of the people; but the country and sea that surround it. Across the water from the city there rise up great mountains, at times hard and cold in the winter snows, sometimes warm and soft in the pink of the haze of a setting sun. It is the oldest thing about the city, and no industrial development or wonders of trade can ever replace it as the most impressive attribute.

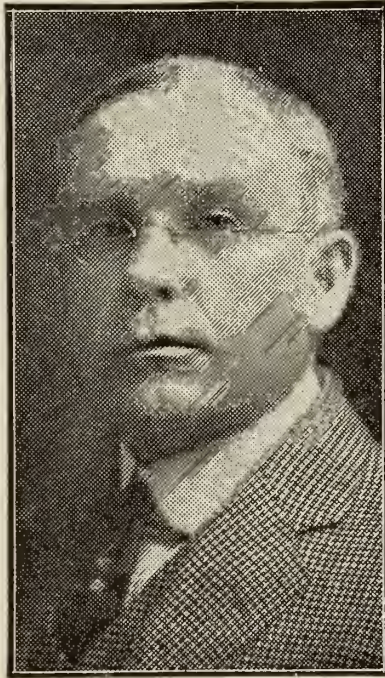
To the recent citizen of Vancouver, after he recovers from the first wonders of the sea and mountains that can be seen from the heart of the city, the commercial recovery is very evident. Empty stores and houses are noticeable, but you can watch them filling up again. There is an atmosphere of business in the streets; the stores and theatres are filled with people, all, apparently, prosperous, and everyone appears to be profitably and satisfactorily occupied. It is generally stated by merchants that the Christmas just passed has been the best in years. Most of them say they did immensely better than last year, some even twice as well. One clothing merchant reported a 75 per cent. increase.

Many of the people come from the Maritime Provinces of the East; and they have apparently brought their religious and political views with them—and held on tightly to most of them, especially their political opinions. Vancouver, as a result of this and other causes, withstood three elections during the past year, and now at last seems to have got the Government it wants. So the people and the Government and the province and the city all appear to be starting on a new road of progress that can scarcely fail to lead to a better and sounder prosperity.

STREET CARS AND JITNEYS

On this matter of the outward and visible appearances of the city and its people, a very striking feature is the street car service and the jitneys.

The street car service leaves little to be desired. It is, in fact, one of the best in the Dominion and far surpasses the transportation provided in most of the other large cities. The company has invested capital of \$48,000,000 on the mainland and on Vancouver Island. Probably it gets less for it and gives more than any other traction concern having a similar investment. In Vancouver the service is rapid and seems to meet the requirements of the people. The jitneys, at the same time, practically control the situation. They run where they like and when they



C. A. ABRAHAM,
Business Manager, the Vancouver Daily Sun, and writer of the accompanying impressions of Vancouver, to which city he has but recently gone.

like and into whom they like. Rarely anyone protests. A reverend gentleman did protest against their immorality in being unlighted, and the city has passed by-laws and restrictions—but the jitneys go on as ever. They take passengers from the street cars in fine weather and then leave the whole business to the company when the weather is not good enough for a delicate auto driver to venture out.

The street car company pays a percentage of its earnings to the city. It has to provide a certain service—which it does; it has to keep up streets and tracks and a hundred and one other things, while the jitney merely pays an auto license and gathers up passengers and takes in the money, apparently without restriction.

The street car system is modern and up to date. There are electric switches at the principal corners, these being operated from the cars; there are time clocks on every run; there are innumerable safety devices and conveniences. But they don't heat the cars. The motorman enjoys a warm and hospitable atmosphere in his little compartment in front of the car—

and in the rest of the car the passengers and conductors enjoy(?) the native air, sometimes cold, and in the winter months generally damp. The air in the cars is not, however, foul, and all are the "Pay as you enter" type, smoking being allowed in rear platform. There is very little overcrowding, which is probably one of the good things that result from the operation of the jitneys. Yet there is a vast amount of traffic.

CHRISTMAS SHOPPING IN VANCOUVER

When the stores are open the streets are usually crowded, and around Christmas there were more people on the shopping streets than have been seen at one time for years.

In connection with the stores being open there has developed a rather strange situation. The lately deceased Government in a last wild effort to win votes passed a half-holiday Act. It was such a hurried piece of legislation that there was no provision for the stores keeping open on a half holiday that preceded a holiday. The people decided that Saturday should be the half holiday. Christmas Day, as has probably been observed, fell on a Monday. The stores mostly felt they ought to stay open on the preceding Saturday afternoon and evening. According to the law they couldn't. A number of them did and were duly taxed the maximum fine for such an offense—but they did a great amount of business on that Saturday afternoon and evening. The fines were \$10 each. One store took in \$3,000 in the afternoon alone. Meanwhile some of the merchants have developed an agitation to close the stores on Wednesday afternoon and keep them open on Saturday.

VANCOUVER'S TRADE OUTLOOK

Of course the best season in Vancouver is the summer; the tourists pour in then. The C.P.R. Hotel represents an investment of nearly \$5,000,000, but it was quite filled on several occasions last summer. It is an excellent hotel and fully up to the C.P.R. standard; and others are good, too. The Canadian Northern will shortly be adding another hotel to the accommodation already available. The growing trade of the port and city is, of course, increasing the demand for hotel accommodation. Business men in large numbers are coming to the city from all parts of the continent, in connection with old or new interests they possess here.

Trade with far eastern ports is developing steadily. At the present time the Canadian Pacific Railway alone carries a train load of freight through the

mountains to Vancouver every day. A large part of it goes to Vladivostok.

There are now 367 manufacturing plants in Vancouver, apart from the lumber industry; and they employ 11,200 people. These plants have an estimated monthly pay roll of \$504,000.

The total monthly pay roll of the city is estimated at almost a million and a half. The monthly turnover of the retail businesses is about \$4,000,000.

And with all this it is a most orderly city. There is even a near curfew—a cannon is fired at nine o'clock. People do not go to bed by it, but they do time their watches by this, so accurate is the time.

VANCOUVER'S NEWSPAPERS

Vancouver enjoys the luxury of four daily papers—two morning and two afternoon. I say "luxury" because most practical newspaper men will admit the city is over papered. This again may be said to be largely the result of the strong opinions held by the people. The *Province* in the afternoon and the *News-Advertiser* in the morning represent the Conservative element, although in the case of the first named there is seldom found in the editorial columns an expression of opinion on any domestic or federal political controversy—for months the Balkan question being a more favorite topic of discussion. The *World*, another afternoon daily, is a free lance, while the *Sun* is the only Liberal paper here and the chief Liberal daily in the province. It has the support of the Federal leaders and the new Brewster Government in B.C. is chiefly the result of the strenuous fight waged by the *Sun* for the past year or two. The *News-Advertiser* is also published on Sunday, but takes a day off on Monday. This gives the *Sun* the field alone in the morning on Monday, with the result that this is, naturally, the best edition of the week. Unlike the papers in the East, Saturday is the lightest day, especially with the morning dailies.



Death of Anson McKim

ANSON MCKIM, president and founder of the A. McKim Advertising Agency, Montreal, Toronto, Winnipeg and London, Eng., was struck and instantly killed by a train at Coteau Junction on January 25. Mr. McKim had been intending to go to Ottawa for some days, and apparently had taken the Toronto train in mistake, getting off at Coteau Junction to transfer to the other train. His widow and a daughter survive. Mr. McKim was in his 63rd year.

In the passing of Anson McKim one of the outstanding men in the Canadian advertising field has been removed. He was the father of advertising agencies in the Dominion, and by his strong personality, straightforward and efficient business methods built up the greatest advertising agency in this country. When a comparatively young man, Mr. McKim joined the *Toronto Mail*. In 1879 he left the *Toronto* staff of the *Mail* to assume the position of special representative of the paper in Montreal. For ten years he devoted his whole time to the interests of the *Mail*, subsequently founding the advertising agency which bears his name. Up to the time of his death Mr. McKim re-

tained the position of special representative of the *Mail and Empire* in Montreal.

Mr. McKim, who came of United Empire Loyalist stock, was born near Napanee, Ont.

In 1889 Mr. McKim established the advertising agency of A. McKim and Co., and in January, 1907, the business was turned into a limited company, taking into the organization J. N. McKim, his brother; W. B. Somerset, and H. E. Stephenson, who had long been associated with Mr. McKim. Later C. T. Pearce became interested. The agency maintains



THE LATE ANSON MCKIM,
President of A. McKim Advertising Agency,
who met his death by accident
last month.

offices in Montreal, Toronto, Winnipeg and London, England, and issues annually the Canadian Newspaper Directory, a recognized standard and guide for the Dominion.



An Appreciation

ADVERTISING in Canada lost its first high priest, and many advertisers and publishers lost a great and good friend when Anson McKim passed away.

He was the pioneer of the general advertising business in the Canada of today, which has built many an industry, and has turned millions of dollars of revenue into the pockets of publishers in this country and in the United States. Not only was his agency the first general advertising agency in Canada, but it was always the largest. Other agencies have sprung up from time to time, some have died away, and some have grown strong and big. New methods of advertising have been introduced, but the McKim agency always retained its premier position because it, too, kept originating new methods.

Fresh blood has been infused from time to time into the McKim agency, and while of late years Mr. McKim had divested himself of the details of his

organization on account of other and varied interests, he was always able to return to any phase of his business and to deal with it in a masterful way.

To his clients he gave a service of a rare and varied character. He was more than an advertising man. He played an important part in the organization and up-building of many Canadian businesses, for his counsel was sought by his clients on all phases of their problems. In his dealings with publishers, there was a fairness which, though it never infringed on the rights of the advertiser, long ago became well recognized. Indeed, it is almost an axiom in many Canadian newspaper offices that a McKim settlement can be accepted as correct, for it will be found to be correct upon analysis. It has become almost axiomatic, also, that when an advertiser goes to the McKim agency, he stays there. The strong hold of this agency with clients was illustrated at the outbreak of the war. There were few casualties on the McKim list of accounts.

It was as a man that Anson McKim was greatest, and best. His business interests were numerous, and he was successful. Likewise he had many personal interests. For years he was an office holder in the Montreal Board of Trade, occupying one of the Vice-Presidencies at the time of his death. He was a member of many clubs, in several of which he held high office. He excelled as a billiardist and played almost a par game of golf. He was a musician of note. All his life a lover of the violin, up to the time of his death he practised the difficult works of the great masters with all the assiduity of a youthful student.

Anson McKim possessed an energetic and alert mentality. He was analytic and deliberative in temperament, yet he possessed a quiet and persistent enthusiasm that brought him commercial success. He was constructive by nature, and his opinions when formed were always backed up by logic and common sense.

To a rare degree his clients trusted him. They had reason to. Among the publishers of Canada the name of McKim is synonymous with fair dealing.

Anson McKim was a pioneer. The general advertising business of Canada, as it is to-day, almost could be considered his monument. In years to come the ramifications will be broadened by others who come after him, but Anson McKim will always be the first great high priest of general advertising in Canada.—W.



Wisdom Not Made in Germany

Blood is stronger than the brain as a rule.

* * *

The head may win this world, but the heart wins the next.

* * *

The whole world depends for its hope on mankind's doing right.



Advertisers in the A. B. C.

THE Advertising Agency members of the A. B. C. handle approximately 5,435 accounts of national advertising—representing annual appropriations of over \$90,115,000, according to statistics just compiled by Russell Whitman, of the Audit Bureau of Circulations.

Cost-Finding Receiving Much Greater Attention

A Cost-Finding System Endorsed by the United States Government—The Advantage of a Standardized Cost System—Help for Those Who Want Help—The Rising Hour Cost

By JOS. A. BORDEN, Secretary, The United Typothetae and Franklin Clubs of America

SINCE the endorsement by the Federal Trade Commission of the Standard Cost-Finding System of the United Typothetae and Franklin Clubs of America, a great awakening has taken place among the printers of United States in the subject of cost-finding.

The individual printer is awakening to the fact that no business man can safely sell his product without knowing definitely just what it has cost him.

It has also come to be realized that cost systems constructed to meet the individual ideas of proprietors of printing offices, do not accomplish the results desired, for the reason that by this method there would be as many methods of cost-finding as there are printers.

The time has now arrived in the printing industry when individual opinions should be set aside and a recognized standard used.

THE STANDARD COST SYSTEM

The Standard Cost System was adopted by the National Organization some eight or ten years ago and it has year by year received the endorsement of all Cost Congresses and National Conventions of printers throughout that period.

The endorsement of the Federal Trade Commission has finally said that the Standard system is the correct method of ascertaining cost in the printing industry and has itself issued a treatise on cost-finding for manufacturers which coincides with all the details and features of the Standard system.

Each year hundreds of annual reports of the cost of production in individual plants throughout the whole country are gathered together and made up into a composite statement, which shows the total cost of labor and expense.

The result of these composite statements is to disclose the average hour cost for hand composition, press work, bindery work, and all other operations in the printing plants.

A CERTIFICATE OF VALUE

The printing industry is the first and only one up to the present time that has undertaken to gain the national averages of cost in a standard, uniform way.

A certificate is now being issued by the United Typothetae and Franklin Clubs of America to each member who sends in his annual statement of cost of production, this certificate stating that the printer is operating by approved methods the Standard Cost System. These certificates are handsomely lithographed and are framed and hung in the offices of the printers receiving them. They become a potent force in selling the product of the printer, in that the printer is able to convince his customers that the prices charged for his product are fair and reasonable.

The report gotten together for the year

The accompanying article on A Standard Cost System, by the secretary of the United Typothetae and Franklin Clubs of America, merits the attention of every employing printer, and many printers and publishers in Canada will read Mr. Borden's contribution with keenest interest—this because of the vital nature of the subject.

The practical help offered by the U. T. & F. C. A., as provided by the treatise referred to in the article, and by the cost-finding blanks, adds enormously to the value of the accompanying contribution, and PRINTER AND PUBLISHER suggests that those of its readers interested should write for a copy of this treatise and the blanks going with it. Communications should be addressed to Mr. Joseph A. Borden, secretary, United Typothetae and Ben Franklin Clubs of America, 608 S. Dearborn street, Chicago.

1913 and compiled into the Composite Statement showed a total of labor and expense of \$1,600,000. For the year 1914 showed \$5,604,000; while that for 1915 showed very nearly \$9,000,000.

The figures are now being gathered for the year 1916 and reports are being received at National Headquarters from every section of the United States by those printers who are using the Standard Cost System. Indications are that these reports will greatly exceed that of the preceding year.

COSTS IN THE SMALL SHOP

It is often said by the printer operating a small plant that his cost is lower than that of his larger competitor, for the reason that his expense items are smaller. He does not, however, take into account that, while his more pretentious brother has a larger expense, he has naturally a larger number of hours to sell.

The fact is disclosed, therefore, from these cost records, that the cost in a small plant is generally far in excess of that found in the larger plant.

It is also often said by the small printer that the Standard Cost System is intended for the large shops alone. This is not true in any sense, as the system is equally adaptable to the small, medium and large shop.

ADVANTAGE OF STANDARDIZED METHODS

One of the great needs of standardized methods in cost accounting is shown by the fact that a group of printers who have their individualized, home-made cost systems, in discussing the hour costs in their plants, will vary in the results obtained from twenty to fifty per cent. In other words, one printer will state that his hour cost in the composing room is \$1; another \$1.20; another \$1.40; and another \$1.60, each believing that he is right.

This is all due to the fact that no two

of them arrive at their hour costs by the same process. Most of them have omitted certain elements of cost, such as depreciation, interest on investment and the like, and they have been at variance as to what items of labor should be considered as chargeable and non-chargeable time.

Due to these varying methods, it could not be hoped to arrive at similar cost, although had each followed the Standard method they would have found that their hour costs were very near to uniform.

INTEREST IN COST-FINDING

Indicating the interest of the small and medium-sized printer in the subject of cost-finding, it might be stated that the predominant number of members making their annual report was those operating a medium-sized plant.

As confirming this latter statement, the following figures will prove interesting: 16.4 per cent. represents plants totaling an expenditure of labor and all other expenditures except stock and other outside purchases under \$10,000 each.

56.0 per cent. represents plants totaling from \$10,000 to \$50,000 each.

13.8 per cent. represents plants totaling from \$50,000 to \$100,000 each.

10.2 per cent. represents plants totaling from \$100,000 to \$200,000 each.

3.6 per cent. represents plants totaling from \$200,000 to \$385,000 each.

A careful study of the above percentages will show that the small and medium-sized printer is awakening to his needs in regard to cost-finding and is rapidly establishing himself as a sane, safe and successful business man.

The awakening in cost-finding is not alone found to be in the larger cities where there are printers' organizations, but there are hundreds of the smaller plants in isolated sections which are equally alive to the needs of their business in this respect.

A TREATISE ON COST-FINDING FREE

As a barometer indicating this new awakening, it might be said that there have been sent out during the past twelve months, about 1,400 sets of sample cost-finding blanks, which are accompanied by a treatise explaining the operation of the system. These sets have been sent alike to members of the organization and those who are not members.

A new set of these forms is now being prepared at the National Office, containing the later averages as shown by reports received within the past three years.

Besides the sample blanks referred to, there will also be printed complete specimens of the forms and treatise in special booklet form for educational purposes and the study of cost-finding problems by students in State universities and other educational institutions, as well as by the classes in cost-finding being conducted by the various divisions of the National

Organization throughout the country.

From these later and up-to-date reports, there are also being prepared demonstration charts which will be used by lecturers in all sections of the country to create a further interest on the part of printers in this very important subject.

WHY COSTS HAVE GONE UP

It is unnecessary to call attention to the marked advance in the cost of paper and other material entering into the printers' product, as this is self-evident, but there is a fact necessary to call to the attention

of the printing industry, and that is; that the cost of labor and various expense items are constantly advancing year by year.

As indicating these advances, the few illustrations of the cost per hour, derived from the Annual Composite Statements showing the average cost throughout the United States, will prove interesting, as follows:

	1913	1914	1915
Hand Composition...	1.38	1.47	1.53
Linotype Composition.	1.79	1.87	1.95
Platen Presses78	.85	.88

Small Cylinder Presses	1.24	1.37	1.45
Large " "	1.80	2.07	2.19
Cutting Machines ...	1.07	1.11	1.19
Binding Machines	1.06	1.14	1.25
Forwarding and Finishing85	.86	.92
Bindery Girls (Machine)	.63	.65	.67
Bindery Girls (Hand)	.35	.37	.41

The National Office is lending every assistance to the printers of the country in their cost-finding problems, and inquiries to Headquarters will receive careful attention.



Mad Circulation Methods in the Farm Press Field

The Fakir at Work—Much for Little—Advertiser to Blame—A Call for Co-operation—
A General Talk on Subjects of Vital Interest to Both Advertisers and Publishers

By J. L. MIDDLETON, Circulation Manager The E. H. Heath Co.'s Publications, Winnipeg

A SALESMAN solicitor, one of the best I have ever met, at the close of a six months' trip on the road, told me that he was ashamed of his job because of the class of men who worked the fairs in the interests of other farm sheets.

We had luncheon together and he enlightened me with tales of the tricks of the trade. He told me how many undesirables had been driven from the Western towns, how they had been lodged in the "cooler," and how they had been arraigned before justices and summoned before fair officials, all because their services were indispensable (?) in placing the papers they represented on the map.

This was the outcry of one fakir, "You get all this for only ninety-eight cents."

A genuine rube of the old school, partly deaf and half blind, wiggled up to the fakir's table in response to his outcry. Leaning close the old man asked the price of the outfit. He secured a map—a war map that was supposed to help him understand all about the European war, and a year's subscription to approximately half a dozen Canadian papers. "A dollar ninety-eight is all, please," and "dad" came across. The old man did not care whether the half dozen papers he secured specialized in fruit, fakes, hogs, or hold-ups. He was after the war map and the biggest bunch of papers he could secure for the least money.

THE LURE OF A COMBINATION RATE

The man working the "Big" combination is hard to buck. Farm, poultry and household publications being bunched all at the price of one paper. The subscription price of the six publications, generally fixed at \$6, is cut to from \$1 to \$2. A combination like this loads up the subscriber, and entrenches him in a position to ward off all other farm paper solicitors with the indisputable statement that he has all he can carry—more than he can read. When the big bunch is sprung, the reliable farm paper finds renewals impossible unless quantity is again given away.



J. L. MIDDLETON,

Circulation Manager of the publication of E. H. Heath Co., Winnipeg, and writer of accompanying refreshing article on a subject of first-class importance.

traffic. Two others, supposedly first-rate sheet men, were deported for gambling, another got into the clutches of the police for short-changing farmers.

SOLVING THE PROBLEM

The problem of securing subscriptions offers two opportunities. One is to employ a salesman and have him make farmers' meetings and fairs and drive about the country in the interests of one paper, exclusively. If he is a man that can intelligently talk with the educated farmer he will land result-producing business. If he gets only one worth-while subscriber every day the value of his service in cold cash will be greater to the publisher and advertiser than the securing of fifty names in a questionable manner. The other opportunity is to secure the services of other papers through advertising, or use of worth-while premiums or prizes.

A paper to be of value to the advertiser must be placed in the hands of its readers in a businesslike manner. Its dealings must be such as to command the confidence of the reader and such papers will produce results for advertisers, profit for the reader, and the subscribers will say, year after year: "I cannot do without it."

A CALL FOR CO-OPERATION

After reading these facts, I think the circulation managers of Canadian farm publications should get together to help eliminate the flock of undesirables posing as subscription salesmen in the rural districts of the Dominion. A large number of these so-called subscription salesmen are characterized as everything that is bad, and their methods as everything that is worse. To a large extent, co-operation among Canadian publishers would place the legitimate roadman's business on a much higher plane and attract many desirable salesmen to the field force of our leading publications. Respectable men do not wish to associate with "crooks" and "dope fiends" operating under the guise of subscription salesmen;

Anyone, therefore, will agree that advertising space is reduced to its minimum value in each of the papers where a combination is placed.

Then there is the lady companion stunt—young men and women working in pairs, posing as man and wife. Every circulation manager knows how this proposition is worked without going into details.

One so-called subscription solicitor I know had to flee the country in June last year. He was arrested at Calgary for peddling opium, his \$200 bail being forfeited as a result of his being afraid to face the music for indulging in illegal

neither do they wish to be "held on suspicion" by the police if their work is on the square. If this article should meet the eye of any publisher who is willing to co-operate, the E. H. Heath Company will be glad to hear from him.

THE ADVERTISER TO BLAME

This brings us to another important phase of the publishing business, in the matter of circulation. The advertiser himself is to a large extent to blame for existing conditions by insisting on quan-

culatation means increased rates plus the extra charge for raw material. The old fallacy of advertising rates being based on half a cent per line per thousand is buncombe. Canadian publishers cannot run their business these days on that basis and come out on the right side of the ledger at the end of the year.

THE ACID TEST

There is only one kind of circulation any good to the advertisers, and that is the kind that nets the highest percentage

under date of 8th June I volunteered for service with the 8th C.M.R. Infantry Brigade, in a letter to the camp commandant and urged it upon the Minister personally at the camp two weeks later, but without redress. Under date of 18th July, 1916, Col. Edgar, D.O.C. of M.D. 12, offered to recommend me for appointment as supervisor of recruiting for M.D. 12, which, after due consideration, I respectfully declined and under date of 21st August my resignation for that general duty in M. D. was formally confirmed from headquarters.

Along through this period I was hopeful of getting an appointment that would take me overseas. On 9th October I wired the Minister again, urging appointment on duty overseas, either cavalry or infantry, or for duty with the Canadian Eyewitness at the front. But there was no satisfaction, no redress. I appealed to the Premier, Sir Robert L. Borden, but he in due time informed me that the "arrangements already notified cannot be altered or interfered with." I had some correspondence with Mr. F. B. McCurdy, Parliamentary Secretary, Department of Militia, and after it all my conviction is that there is a wall of partisan favoritism which I cannot scale.

I refuse to be a war-job colonel. I spent my time and money on the militia in pre-war days, but not with any such objective. I refuse to go on recruiting and training other men to go and fight in a war in which I have had only an outside part. That is why I am back into journalism.—J. A. Aikin, in the *Saskatoon Phoenix*.

THIS STUB, TOGETHER WITH YOUR REPORT, MUST BE MAILED DIRECT TO THE OFFICE EVERY WEEK.

No. 4002

I have this day received \$1.00 from

Name _____

Town _____

R.F.D. _____

Prox. _____

In full payment for one year's subscription to

Canadian Thresherman and Farmer

1141 Main Street, Winnipeg, Man.

that Card must be mailed to you immediately with instructions

Take off here, and give Card to Subscriber.

No. 4002

Date _____

Subscriber should retain this stub, as it shows that \$1.00 has been paid in full for one year's subscription to CANADIAN THRESHERMAN AND FARMER.

We are not responsible unless subscriber personally verifies subscription.

First issue should be retained within 15 days after post card has been mailed.

E. H. HEATH CO. LTD., Winnipeg, Man.

Our off here, mail Card to us and keep stub for reference.

Authorized Subscription Post Card

ISSUED BY

E. H. HEATH CO., Limited

WINNIPEG, MAN.

This card, if mailed immediately, entitles the Subscriber to One Year's Subscription to

CANADIAN THRESHERMAN AND FARMER

Duplicate subscriptions, verbal agreements and alterations void.

Pay Agent One Dollar

No Less and No More

\$1.00

\$1.00

No. 4002

Date _____

Write Name and Address plainly to assure prompt delivery of Paper

Name _____

Town _____

Prox. _____

This Company guarantees this subscription as printed, absolutely no changes allowed. Salesmen are not permitted to fill in or mail this card.

Salesman _____

Obverse and Reverse Sides of Mailing Card

Post Card

E. H. HEATH CO., LTD.

WINNIPEG,

MANITOBA



Subscriber Should

KEEP THIS STUB

For Reference

BE SURE YOU WRITE YOUR NAME AND ADDRESS PLAINLY ON CARD BEFORE MAILING

E. H. HEATH CO., LTD.

WINNIPEG

MANITOBA

Receipt Form used by roadmen of the E. H. Heath Co., Ltd. This excellent idea was, we understand, originated by *Canadian Farm*, of Toronto. The card speaks for itself.

tity circulation in place of quality circulation. One prominent sales manager of an eastern concern kept continually talking large circulation. He showed me the list of papers he proposed using. "These papers have got the names," he said, "and I don't care how they got them." This man was a believer in honest sales methods. I could start a bunch of men, stand them around pool-rooms and livery stables, and they could corner more dollars for themselves and our two publications than by any other system. The circulation they would produce, however, would be valueless to ourselves and the advertisers.

This opinion has been voiced by numerous publishers, yet these same publishers are chary about starting anything to place their own subscription department on an honest basis because they are afraid of a rival concern getting ahead in numbers. It is numbers, numbers, all the time with many advertisers, and no matter the line of talk you put up re quality, you get laughed at for your pains. I know from bitter experience.

ON ADVERTISING RATES

With the cost of production a hundred per cent. higher during these war times, it is not possible to give large circulations of quality without increasing advertising rates to what some advertisers think prohibitive. A publishing house is just the same as any other business; increased cir-

of buyers. Actual buyers of the commodities advertised is the acid test of the true value of any paper to the advertiser. Quibbling and theorizing over the value of subscribers will be a thing of the past when Canadian publishers get together and insist on legitimate sales methods. One thousand buyers, I venture to state, are a lot better than ten thousand so-called readers who fail to respond to your invitation to do business.



The Saskatoon Phoenix

IN returning to the editorial desk of the *Phoenix* after an absence of more than two years, most of that time on military service, I consider it a duty to my readers to make a brief statement. It is not from any desire of my own that I am not now on active service. I was robbed of my command of the 96th Battalion (Canadian Highlanders) and that command given to a political favorite. And having tried persistently without success to get a combatant appointment that would take me overseas, I quit the service.

For three months after I was relieved of command of the 96th I acted as supervisor of recruiting in Saskatchewan, because I hoped another combatant appointment might be available. In reply to my protest at the arbitrary dealing with me and the 96th, the Minister of Militia wired: "Hope you can accept (recruiting) appointment for the present, until if possible another appointment might be found." And when later I urged fulfilment of that opiate I was referred to the commandant at Camp Hughes for duty there "meantime."

Following the heavy fighting at Ypres, 1916,

The Renfrew Mercury

THE Renfrew *Mercury* is now being published by the Renfrew Mercury Company. The former publisher and proprietor, W. E. Smallfield, has admitted others to partnership—in order to be relieved of some of his burdens and to develop the job printing department of the *Mercury*. In making the announcement of the changes, Mr. Smallfield said as follows:

"While, after forty years of strenuous newspaper life it can readily be understood that the publisher was quite willing to divest himself of some of the responsibilities, he felt that he was yet too young to 'go on the shelf' altogether. The alternative was to look about and secure the co-operation of some younger man, who had the experience in certain departments of the business that would round out the *Mercury* organization. After considerable investigation we found one whom we believe will fit the circumstances; and so hereafter the *Mercury's* newspaper and printing business will be conducted by a company—The Renfrew Mercury Company—with the senior proprietor as president; C. Kerr Stewart as manager; and W. H. Smallfield as secretary-treasurer.

"Introducing Mr. Stewart to Renfrew and the *Mercury's* readers, it may be noted that though he has been in Ontario—Peterboro and Ottawa—for the past two or three years, he is from the Maritime Provinces, a native of Chatham, N.B., and for some years connected with the daily newspapers of Fredericton.

"We will continue to have the valued assistance of Mr. W. J. Styles in the editorial and literary departments."



The Orillia Packet Appreciated

JAMES HAYWOOD, of Toronto, has taken the *Orillia Packet* for forty-five years. During the entire period he has subscribed also for a friend of his early youth in London, England. This week Mr. Haywood writes: "Enclosed please find cheque for \$3, subscriptions as usual for 1917. I have no fault to find with the advance in price, as your readers get full value for the money, and I trust all your subscribers are taking that view of it." At the same time Mr. J. B. Steele, brother of General Sir Sam Steele, writing from Alberta, says he subscribed for the *Packet* in 1873—forty-four years ago—and believes that in all that time he has not missed reading more than four or five numbers of the paper.—The *Orillia Packet*.

Publishers and the Association of Canadian Advertisers

A Publisher Talks Back to the A.C.A.—The Publisher's Rights—When Principle and Practice Do Not Go Hand in Hand—Why Not a Standard of Practice in the Buying of Advertising?

By G. F. CHIPMAN, Business Manager *The Grain Growers' Guide*, Winnipeg

A COPY of a letter written to the Association of Canadian Advertisers by G. F. Chipman, business manager, the *Grain Growers' Guide*, Winnipeg, has been given to PRINTER AND PUBLISHER, and because it is likely to be read with much endorsing interest by many Canadian publishers, the communication is herewith reproduced.

The Secretary,
Association of Canadian Advertisers,
Toronto, Ont.

Dear Sir,—This acknowledges receipt of your favor of December 7th, accompanied by the reprint of the report of the Standard of Advertising Committee to the recent Annual Meeting of the Association of Canadian Advertisers. Acting upon your suggestion we have gone over, carefully, the matter in this bulletin and so far as the text and the apparent intent of the matter is concerned can say that we are heartily in accord with it. Moreover, we may say, that in so far as the spirit and practice of this standard is concerned it corresponds with that set up two years ago by the *Grain Growers' Guide* and to which we have since adhered.

We note the emphasis laid upon the constructive nature of the work of your committee and beg herewith to offer the following constructive criticism of present-day work for higher ideals in advertising, involving points which, we believe, if not safeguarded against, will unduly retard the course of so highly desirable a movement. We trust you will accept this criticism as given for the benefit of advertising at large, and as an aid to cementing a recent, but steadily, increasing mutual appreciation of the difficulties confronting the buyers and sellers of space. We believe this criticism may justly come from the *Grain Growers' Guide*, which, while one of the more recent of the farm journals of Canada, is one which has, from the outset, steadfastly aimed at those principles in the conduction of its editorial, circulation and advertising departments which have the endorsement of the leading bodies of advertising men, in both Canada and the United States.

EDUCATION, ORGANIZATION, CO-OPERATION

If not striking comment, it is at least a marked coincidence, that the principles which underlie your work as an association of advertisers seeking to raise the standard of advertising are those same principles upon which *The Guide* was founded—namely: Education, Organization, Co-operation. Your work, so far, has been one largely of education. The banding together of your members has been but the initial step. Following the education resultant from this has come

naturally the desire to see the papers educated to the proper understanding of what is for best and, therefore, permanent advertising. Will you take it from a paper whose chief effort has been directed along these lines that without efficient organization and sympathetic co-operation your education will be long in



G. F. CHIPMAN,
Business Manager *The Grain Growers' Guide*,
Winnipeg, and writer of the
accompanying letter.

attaining the result warranted not only by its intrinsic merit as guaranteed by the conscientious thoughtfulness of the many able men who have given themselves to its preparation, but also in the financial and moral improvement it would make in the publications, themselves.

DANGERS IN THE WAY

With this in mind, therefore, we desire to call attention, from our standpoint as publishers, to some of the dangers which, it seems to us, threaten the success of your work.

Danger of Precedent.—Freedom of the press has long been recognized as an inalienable right. This has not been done out of courtesy to the publisher, but as a prime requisite to the subscriber. Lack of this freedom causes lack of moral fibre in the editorial department, lack of confidence by the readers, and, ultimately, lack of results to the advertiser. Many publishers have already put up objections to some steps taken individually by

members of your association in the sending out of their advertising instructions, mainly, we presume, because of the danger of establishment of the precedent of allowing the advertiser to dictate in the composition and make-up of the paper. It is easy to conceive of the insurmountable confusion that would result were this practice elaborated and based upon the special preference of individual advertisers. It would be well for space buyers to remember that the publisher who is alive to his duty has before him always the demands incumbent upon him, from both the subscriber and the advertiser. First and foremost is attractive make-up, since without this the desire for thorough reading is stunted and prospective returns to the advertiser correspondingly diminished. This is where intelligent education and sympathetic and pains-taking co-operation are strongly needed.

Specific, Individual and Unwarranted Demand.—Under this heading we believe we have the real "bone of contention" between the publisher and the advertiser—the real rock that has wrecked many well-launched plans—the whirlpool that, with insidious force, has absorbed many well-born intentions, and, in the conflicting currents of its course, so warped the original so as not only to stultify it but to inhibit its future growth. What effect do you think the following dialogue will have upon the publisher asked to subscribe to higher standards of practice? While, of course, not verbatim, it is of recent occurrence and can be vouched for by the writer.

A CANVASS AND ITS OUTCOME.

Space-seller: "Mr. Advertiser, I have a publication which I wish to bring to your attention. It covers a field in which you are doing a large and successful business and that class in the field which, not only from its numerical superiority, but also from its buying power and the greater use which it makes of your goods per household, you will find well worth considering. This paper has a circulation which, on the basis of audit approved by the A.B.C. and the A.C.A. (of which latter organization you are an officer), is the largest in its field. It also has the lowest advertising rate per 1,000 subscribers, and its distribution is uniform among the class and over the field it covers. Furthermore, it has subscribed from the outset, and, what is more important, continues to live up to, the standards set by your association as desirable among papers which solicit your advertising."

Space-buyer: "I have been favorably impressed by the merits of your paper as set forth in correspondence and at the instance of your personal solicitation, and consider that it would be a good one for our use. There is one point upon which

we insist, however, and that is that our copy be given top of page, alongside reading matter and in the ——— section."

Space-seller: "Inasmuch as there are only a limited number of tops and A.R.M. positions in the paper, and since this is a common request from advertisers, we have been forced, in fairness to all advertisers, to put a premium charge of — per cent. upon this position where it is absolutely guaranteed. Many advertisers are already paying this premium, but if positions are available upon dates in which you wish to run, we shall be pleased to guarantee you the position if you will pay the premium."

Space-buyer: "I am advertising in a great many publications in all of which I insist upon this position, and in none of which I pay premium. I will not break this rule for one paper."

Space-seller: "Do you mean, Mr. Advertiser, that, irrespective of the merit of the publication, you would make this one point the deciding factor?"

Space-buyer: "I must have this point anyway. That decided the respective merits of the publications have an influence. But I must have this position guaranteed without any premium."

Space-seller: "Do you think it right, particularly in view of your position as an officer of the A.C.A., to insist upon a concession which, to us, is virtually a cut in our rate and a breaking of faith with all our other advertisers?"

Space-buyer: "I am not concerned with your problems. I am buying space for the ——— Company, and upon grounds which I laid down for my guidance, and upon which I must be met if you want our business. My connection with the A.C.A. has nothing to do with my buying space in this office. If you want to carry our advertising you know how you can get it. Good morning."

Space-buyer swings around and attacks his mail. Exit space-seller.

PUTTING BACK THE HANDS OF THE CLOCK

Do you fully appreciate what effect this has—and this is not an isolated case—upon the publisher? Don't you see that it brings up the dark ages of advertising when everything was barter and "let the buyer beware?" Does it not leave in the mind of the publisher the fact that even when he has met your demands as an organization he will have to meet your further demands as individuals? Why then should he at your behest, cut off certain revenue when ultimately from you he may be forced to lower his dignity as a business man, prostitute the integrity of his publication, break faith personally with all his advertisers, and become, in the end, unmoral, spineless, parasitic—totally unfit to have any authority in the management of a paper depending for its life upon the suffrage of a believing clientele of subscribers—without which trust your advertising is wasted.

You may regard this as an attempt to make a mountain out of a molehill. But you are mistaken. The signing of any contract is a complete operation in itself. But the signing of each contract affects the principle upon which all contracts are signed. Most advertisers make it a part of their contract now, and practically all of them understand it as the "unwritten law," that no advertiser is to receive a

concession not due any other advertiser. This is equal rights to all and special privileges to none—the basic principle of this co-operation of which you have spoken. Is it any wonder in view of the evidence submitted, that the publisher may often look askance at your offer of co-operation—may discount the value and efficiency of your organization, and may see fit to practically disregard the educational propaganda of your association?

WHERE PRINCIPLES AND PRACTICE BECOME DISJOINTED

Furthermore, it is the individual insistings of the buyer which have largely prevented concerted action on the part of the classes of papers in meeting your requests. Each publisher knows that he must stand the flame alone when he passed through the furnace of list-pruning. What may have seemed dross in the theory of your work becomes gold in its practice. Moreover, it is human nature to suspect the other fellow of more dross than we have, and when this sells above par who shall estimate the gold standard? As mentioned at the outset *The Guide*

has been and is in strict accord with the letter and evident intent of your work. It realizes that you have but started a movement that, we hope, will not only become universal in range, but all-embracing in scope. The proportionate distribution of expense of publication between readers and advertisers, the elimination of gratuitous advertising (again virtually a cut rate) in the shape of free publicity or free readers, and the guaranteeing of advertising are, to its mind, quite proper questions. These, however, are more obscure. If on the obvious lines which you have already started and which can be accurately measured in their working out there are, so far, serious difficulties to be met, how more energetic you should be in ensuring fullest confidence and most perfect co-operation? Is there any good reason why there should not be a standard of practice in *buying* as well as in *selling* space?

Yours very truly,
THE GRAIN GROWERS' GUIDE,
G. F. CHIPMAN,
Business Manager.



Publications in Canada

N. W. AYER & SON, Advertising Agents, Philadelphia, and publishers of an important publications directory, give figures as follows for Canada:—

nearly fifty years ago, the late D. Crew was its proprietor, and one of its editorial contributors was the late W. D. Ardagh. Mr. Crew was succeeded by the late Samuel Wesley, and to-day Mr. Thompson Crew occupies the place his father filled half a century ago. Although it possesses the advantage of being

CANADIAN PROVINCES. (Including Newfoundland)	No. of Towns in which Papers are published.	No. of Towns which are daily seats.	ISSUES.									
			Daily.	Tri-Weekly.	Semi-Weekly.	Weekly.	Fortnightly.	Semi-Monthly.	Monthly.	Bi-Monthly.	Quarterly.	Miscellaneous.
Alberta	26	..	9	102	..	3	3	117
British Columbia	51	..	17	1	6	62	..	2	15	103
Manitoba	68	..	9	..	1	100	..	8	20	..	2	139
Saskatchewan	144	..	7	..	4	156	3	170
Yukon	2	..	1	2	3
New Brunswick	17	..	8	1	11	21	..	1	49
Nova Scotia	32	..	14	1	6	38	1	5	8	78
Ontario	273	..	58	2	16	416	1	9	134	2	9	647
Prince Edward Island	2	..	4	6	10
Quebec	46	..	20	1	1	90	1	1	31	1	2	149
Newfoundland	7	..	5	10	5	..	1	21
	735	..	152	6	45	1003	3	29	226	3	13	1481

Towns	1916	1917
No. of Towns in which Papers are published	763	735
Newspapers		
Daily	152	152
Tri-Weekly	4	6
Semi-Weekly	48	45
Weekly	1065	1003
Fortnightly	7	3
Semi-Monthly	27	29
Monthly	230	226
Bi-Monthly	3	3
Quarterly	12	13
Miscellaneous	1	1
Total of all Issues	1549	1481



Barrie Advance 65 Years Old

THE Barrie *Advance*, the oldest paper in the County of Simcoe, has just completed its sixty-fifth year. During that long period the *Advance* has done Barrie incalculable service, and the entire county as well. At the same time it has kept pace with the general progress, which it has constantly stimulated and encouraged. When the *Packet* was started,

the county town, Barrie is not a good newspaper field. A certain inertia and lack of enterprise on the part of a large percentage of the business men must be very discouraging to the journalist whose aim is to foster public spirit and stimulate progress. Barrie is a poor advertising town, and the wonder is that its newspapers are able to maintain a high average quality in the face of this lack of support, which the newspaper men must feel and know is denorable, since a liberal and judicious expenditure of money through the mediums upon which they expend so much labor and industry would be profitable alike to both, besides greatly improving the standing of the town. This Page's compliments to its good friend Crew and his painstaking and tireless editor, Mr. Finlayson, with best wishes for ever increasing prosperity and usefulness. —The Orillia *Packet*.



The Baltimore *Sun* has installed Monotype type-and-rule casters in its ad-room. The equipment consists of six keyboards and six casters.

Labor-Saving Equipment—Machines, Inks Stock and Accessories

By P. O. WELL

IN THE dim and misty past some cynic gave utterance to this: "A poor workman quarrels with his tools."

A workman in 1917 that does not know enough to quarrel with his tools is a mighty poor investment.

By that I mean that a workman on a crippled cylinder, a lame job press, a cutter that makes a bluff at cutting, a typesetting machine that drives the operator on the verge of distraction, a type-caster that would sooner cast type bigger at one end than the other, cheap ink that fails to spread and fills, and cheaper print stock. I could go on and enumerate, but I leave a few for the reader's imagination.

What I set down here with pen and ink is intended to put the imagination on the job—to change places as it were with the workman who is forced to quarrel with his tools—more particularly for the employers' benefit.

Strange, isn't it, that I have to write the last clause in the preceding paragraph! In a life time spent in the printing business at all its branches, I have met scores of cases where the workman had to quarrel with his boss for the employer's benefit. The loss was mutual, if losses can be computed in such a term—the employer lost a skilled, conscientious workman—and the employee lost his job.

Holy writ tells us that the Israelites kicked up a rumpus in the brick-yards of Egypt because of the absence of straw. Perhaps Pharaoh's efficiency man was a counterfeiter. History repeats. Perhaps the higher-up next to Pharaoh was a mummy in the flesh—or, as the sports now say, a four-flusher.

The introduction above should set the imagination at work. The remarks are pointed—but are not intended to be offensive. So away with it. And let me address a few questions to the reader and myself.

Supposing, as a starter, you and I walked into the accounting department of a print shop. A job was on the figure block, and the cost clerk was trying to make ends meet with the estimate. The estimator, the chances are, figured from the standard cost system, in which it was assumed that all print shops are equipped up-to-the-minute. Without further elaboration this scene is repeated more frequently than many imagine. The boss gets busy, the higher-up is put on the trail, and someone is fired. And the same old story is repeated—until the sheriff gets it or some one awakens from a sound slumber.

The last few years have seen wonderful advances in printing machinery. Presses are now run at speeds that were not dreamed of some years since, automatic machinery has multiplied the product of the printer many fold. The same may be repeated of typesetting devices, cutting machinery, printing office furniture and what not. This has made possible the specialty printer, and he in turn has driven many of the old-timers out of business.

If I were to write another yard to this

article I could not say one-half what I have to say as well as the advertisements say it in *PRINTER AND PUBLISHER*. Trade paper advertising offers advantages of untold value to the man who pursues it. It educates—educates—educates. You may not have the money at the precise moment to invest, but if you keep at it, you'll find the way, and your profits will increase and increase. If you have slow, obsolete machinery, consuming your patience—and your money—get rid of it. This applies to the small-town as well as to the city. We wail about the wages bill—but. The money invested weekly in unproductive labor will pay principal and interest—and a profit as well—invested in labor-saving equipment. Some offices that employed, say six hands, a few years ago, are now operating with three and labor-saving devices.

It would be a delicate occupation for me to say what and which to buy in the machinery line. But I can say without any show of unfairness that any question addressed to this journal or its management will receive the same careful consideration as if we were making the investment ourselves. In short, and to the point, there is not a single device or piece of equipment advertised in *PRINTER AND PUBLISHER* that will not save the reader money if it is suitable to his particular line of work. And still further, most manufacturers will give service and sound advice to every investor. And last, but not least, pass up second-hand "just-as-goods."



Fires of Ambition

A True Story

EDDIE EVANS was a job printer, young in years and aspiring to become more than the regular scale man who worked from one office to another, taking his bumps with the multitude when there would be a sudden falling off in work.

He worked in numerous small and large shops previously to receiving his card in the Typographical Union, and becoming what is too often thought a competent and finished printer.

While employed in an office doing the ordinary class of commercial printing, he was absorbing the contents of all trade journals in spare time, and keeping his mind on the pleasure he would get out of his work if only he could secure a position in a certain promising shop whose several presses at that time were continuously on color work of the better class, and which was the envy of some of the larger concerns in Ontario.

He made up his mind to satisfy his ambition, and after having his application in for a few weeks, an opportunity occurred. Through neglect on some one's part the message of good news was not delivered to him, but by good fortune he met the superintendent, who had evidently decided to give him an opportunity,

and arrangements were made for him to start in his new place.

In the year or more that followed he had continued inspirations in his work, but a desire to change in an effort to gain more knowledge of the trade lured him from the shop of his earlier dreams, only to return a few years later.

He had now become interested in the I.T.U. course, and on many nights was burning the light into the morning hours preparing the way to reach out for a still better position.

His stay in his new position was limited to but a few months, for an offer of above the scale was received by him from a firm in one of Ontario's largest cities, which had been looking for a man taking more than common interest in his work, and who would have pride in doing something more than just ordinary.

This time there was hesitancy about leaving for the new field, and at first he refused the offer. It was only temporary contentment, for in three weeks he was approached to consider again engaging with the new concern.

The vision of doing more and better work, and of having more responsibility on his shoulders, was too good to resist, and he took the position. The fire of ambition was in him and he could not be held down.

Even though he was told that there were loads of men already in that city looking for over-the-scale jobs, he was not discouraged, and soon he was making headway in his new position in a new city. It can truthfully be said that he was successful, for at the end of one month he received his first increase, and as time went on (a space of four years) he was receiving a record wage in that city.

Still the go-ahead spirit was within him, and after numerous offers from firms in distant places, this ambitious printer is again found making a move, a few steps higher.

They say a rolling stone gathers no moss, but the moss is liable to cover you up and declare you dead.

"Eddie has moved again" is undoubtedly a by-word among some of his old chums, but he has always moved for something better; and some of his superiors in executive positions in his younger days are still content with considerably less than what Eddie is receiving.

And how has he done it? The everlasting determination within him to get above the position of an average journeyman printer has brought his accomplishment. Success has nearly always followed success. If there did happen to be a little set-back it only served to make him rise again and win.



Quebec Telegraph's Delivery Service

THE Quebec Telegraph, which has the distinction of having all its papers delivered by auto express waggons, has recently erected a fine fireproof garage and chauffeur's residence in the City of Quebec.

The garage is built entirely of steel, concrete and asbestos board, and is equipped for winter and summer use. It has accommodation for more than fifteen cars.

The Quebec Telegraph has recently uniformed all its automobile express drivers.

SPECIMENS of the work of composers continue to be received, but more are desired. Good work is being done by many ambitious men in Canada, and there are those who will do better work if they submit examples of what they do for criticism.

AL. MINKE, Helena.—Your work as a two-thirder shows that you are a coming

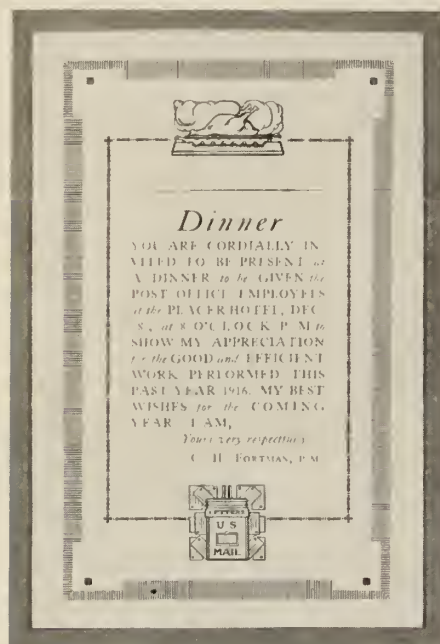
ANGUS MCLEAN, Ailsa Craig.—Your four-page menu is somewhat overdone

The two sides of a circular sent out by The *Herald* Press, Montreal. Stock was grey, inks blue and black. One of a series issued by this firm to promote the greater use of its services.

Publications Received

FROM Perdue University have come a number of that institution's publications, issued in connection with its Agricultural Experiment Station at Lafayette, Ind. These Bulletins bear title as follows: Temperature Experiments in Incubation, Cost of Raising Leghorn Pullets, Cattle Feeding, Sheep Feeding.

The Plate Makers Criterion, published by the Ostrander-Seymour Co., Chicago, is "a



Dainty and Appropriate Typography by Al. Wulke, Helena, Mon.

journal of interest to plate makers everywhere." It began its nineteenth volume with the issue of January, 1917.

Publicity, published in Montreal, in both French and English, has changed the color of its cover from blue to primrose. This publication performs a useful service, particularly for the Province of Quebec.

From the Massey-Harris Company, Toronto, has come an attractive calendar and the firm's catalogues, both products of this firm's printing department, of which F. W. Hunt is director.

Team Work, issued by the Southam Press, Toronto, for its staff, is an ever-welcome comer to PRINTER AND PUBLISHER. The Christmas issue was notably fine, done in two colors and on extra good stock.

The Herald Press, Montreal, is sending out a series of very strong folders—strong in style, art, and copy. Everything done and produced by this printing house is notable.

Class, a monthly of pocket size, issued "for the promotion of Efficient Class Journal Advertising," is doing a useful work. It is published by G. D. Crain, Jr., 1405 Starks Bldg., Louisville, Ky.

Gage Readings is the title of a house organ published by the Gage Printing Co., Battle Creek, Mich. It is an exceedingly cheery messenger, brightly edited, and in its dress and employers' problems.

speech supports its gospel of good printing, of the "Gage" standard. Withal it is a suggestive publication, showing how printed matter can be used advantageously. Also *Gage Readings* is an informative publication—on type, engraving, paper, and so on.

Conservation of Life, published by the Commission of Conservation, Ottawa, is out in a new form. The issue for December, 1916, is No. 1 of Volume III. It is devoted to public health, housing and town planning. Its contents are always helpful. The December issue is made up of a series of articles by Thomas Adams on a variety of subjects.

The Military Hospitals Commission Bulletin has become an important publication. Editors will find in it valuable material not elsewhere available.

The Busy East of Canada, published monthly at Sackville, N.B., by the Busy East Press, is doing for Eastern Canada what no other single publication is doing—interpreting Eastern Canada, particularly the Maritime Provinces, to the people of this part of the Dominion, and to a wider public. The publication is now in its eighth volume. The president and editor is Clement C. Avard, under whose direction *The Busy East* is making highly commendable progress. It is the practice of this publication to devote its principal contents to particular fields or phases of the busy East. One number, for example, dealt very fully with the Annapolis Valley, another with the making of steel and its products, with particular reference to the Nova Scotia Steel and Coal Co. Another issue was concerned with New Glasgow; and another number with the educational institutions of New Brunswick and Nova Scotia. *The Busy East* is very well produced, and well illustrated.

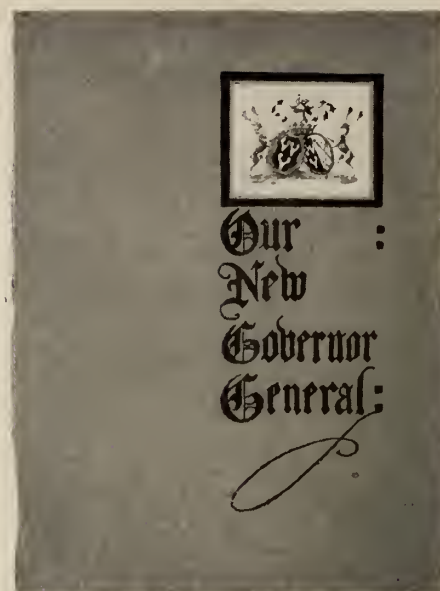
The Bonne Entente is the title of a pamphlet issued by the Ontario Executive of the Bonne Entente. A sub-title is: "How it Began: What it has done: Its Immediate Programme." The originator of the *bonne entente* idea was J. M. Godfrey, LL.B., a Toronto barrister. It will be remembered that a delegation from the Province of Ontario visited the Province of Quebec last October, and accomplished much good in the direction of promoting more cordial relations between the two provinces; and that in January of this year a return visit was made, with equally happy results and happenings.

The Paper Box and Bag Maker comes to us from London England. This monthly is in its 43rd volume. It is devoted to the paper box, bag making and bookbinding industries and allied trades and is published by Messrs. S. C. Phillips & Co., 47 Cannon St., London, E.C. Always well printed on a superior quality of stock and containing a wealth of news, notes and special contributions, and good illustrations, this class paper is obviously serving its field in a very satisfactory way. To box and bag makers, and to bookbinders, this publication is of very great value.

The British and Colonial Printer and Stationer, now in its 39th year, a weekly, comes to PRINTER AND PUBLISHER regularly. One of the regular contributors to this publication is Frank Colebrook, a virile and cultured writer, and a thorough master in his elect field of study and occupation—printing. The publishers are Stonhill & Gillis, 53 Shoe Lane, London, E.C.

Wimble's Reminder, a magazine for the printing, bookbinding and allied trades of Australasia, is published quarterly at Sydney, by F. T. Wimble & Co. F. T. Wimble & Co. are large dealers in printing machinery and equipment. *Wimble's Reminder* is printed on a very fine grade of coated stock, and the press work is excellent. It renders good service to the Australasian printing trades.

Members' Circular is the name of the official publication of the Federation of Master Printers and Allied Trades of the United Kingdom of Great Britain and Ireland, and is printed for private circulation. As a news medium for those for whom it is issued, it



Cover of a brochure produced for the Canadian Pacific Railway by The Gazette Printing Company, Montreal. As a piece of advertising to foster good-will, this brochure, by its timeliness and fineness, merits hearty praise.

fulfills its purpose admirably, and as a record of the current history of the trades it serves it is invaluable. It is a Master Printers medium, and deals largely with matters pertaining to organization, cost-finding, and employers' problems.

The Engraver's Buyers' Guide is a supplement to *Graphica*, the house organ of the Herald Press, Montreal. It is a plea for the larger and better use of pictures in advertising and contains other material of an informative or stimulating nature. *Graphica*, a monthly booster for more efficient advertising, is superlatively well produced, and has been a real trade-getter for its publishers.



The British Printer, printed and published by Raithby, Lawrence Co., Leicester, is Great Britain's leading monthly



Companion pages in the brochure "Our New Governor-General," which is reproduced elsewhere on this page. This publication is excellently conceived and executed. The printers of it, The Gazette Printing Co., Montreal, and its Service department carried out a bright idea with fine sympathy.

printers' publication, and is worthy of its field and mission. It is now in its 29th volume. Always printed on a high grade of coated paper, and making a generous use of color, *The British Printer* is attractive and pleasing. Also it is always well illustrated. Both as a news and a technical publication, it performs a fine service.

Printers' Handicaps

Letter to the Editor

YOU are doing a good work in your efforts to convince the printing fraternity that they should fully understand costs to succeed in business. As a matter of fact no man can hope to succeed in any line of



M. O. O'Grady, of Helena, Montana, makes good use of high-light border. Note the pleasing corner effects on upper design.

commercial or industrial business who does not well know the cost of all his wares of manufactures.

But the printers of the country have other handicaps, and the paper makers and the type houses are responsible for many of them.

It is well known that pulp and the other ingredients that go into the manufacture of white news and white writings have not advanced in prices to anything like the advances in the cost of products. Wages, of course, have gone up; but all combined is nothing like the advance from 40 to 125 per cent. in the products named. The mill men have taken advantage of a prevailing "scare," and are using it well to their own advantage. Printers cannot get correspondingly increased prices for their outputs, as many customers prefer doing without the work to paying the advance. This is particularly noticeable in office and commercial stationery.

Even this is not all. The type houses are much to blame for the demoralized condition of the printing business. There are in Canada at present about 20 of such houses, including branches, or one for every 400,000 people—probably one for every 25 printing offices, large or small, expecting to make a living and profits out of that limited few customers. The profits of each, its salaries and all overhead expenses, have got to come out of every 25 print shops.

Again, when a new type-setting machine, a new press, or any other new machine is patented, thousands of dollars are spent in printing and advertising, offices are opened, and travellers are sent broadcast over the country; and all is added to

the actual cost of producing the machine. The printer who buys pays not only 33 1-3 on the cost of production, the ordinary profit, but perhaps three or four times its actual cost.

Serious, if not fatal, as these obstacles may appear, they are not all that stand in the way of success of the legitimate print shop. Any boy a few weeks at the printing business, who thinks he can "set up" a letterhead or an envelope, and can command a hundred dollars, or even less, by borrowing or otherwise, will go to one of these 25 supply houses, pressed for business through competition, and buy a second-hand platen press, two or three fonts of type and a few leads (he can use a hammer for a mallet), takes them to his bed-room, or to some corner where he has no rent to pay, and open a printing office. He scours the business shops around at cut-throat prices, and probably gets enough work to enable him to make fair "devil wages."

The legitimate printer is, however, met in the face with the boy's competitive figures, and he has to reduce his prices, or do without the work. And so it goes all the line, till prices are cut below living profits.

These cut prices are again set broadcast over the country by circulars and travellers, till the country shops are all forced into the vortex of ruinous competition through sales by the supply houses to irresponsible people, actually invited into competition through easy credit.

Yours truly,

Jan. 27, 1917.

C. CLIFFE.

Sault Ste. Marie.



HANDSOME CALENDAR

Sent out by J. & A. McMillan, Printers and Bookbinders, St. John, N.B. Patriotism and nationality are well expressed in the flag design, done in three colors. Note the emblematic designs in the margin.

A Talking Crow

PETER the Talking Crow, shown in the photograph on this page, was caught four years ago when a youngster in the nest. He became a great friend of school children, from whom he picked up such phrases as, "Come on, you'll be late!" "Hurry up!" "Go it, boy!" "You're doing well!" and "I don't know what you say!" Often he spoke so distinctly and unexpectedly from



Peter, The Talking Crow, a well-known Chatterbox of Goderich, and his mistress, the little daughter of R. R. Sallows, landscape photographer, Goderich, who took the photograph reproduced above.

some tree or corner that those did not know him or see him would look round to see who was talking.

Peter's laughter was sometimes as hearty as a fat man's. Frequently he would perch on the window-sills of the schools and talk to the children, upsetting them, of course, in their studies and requiring to be driven away.

Some of Peter's tricks were to pick blossoms off plants, to pull up bulbs, and to pick clothes-pins off the lines.

Peter was never tempted to accompany the great flocks of crows in the spring and fall. In the winter he found a home in a warm attic. He died recently and Goderich school children and others felt that a friend had gone.



Copyright Type Design

AN IMPORTANT decision has been given in the High Court of Great Britain as to the type-founder's right in type faces he has designed. Messrs. Grant Legros, having supplied matrices of type alleged to be taken from founts of Messrs. Stephenson & Blake, were made defendants in an action for infringement of copyright. Elaborate arguments were put forward and no less than six questions were reserved for the consideration of the Court. The main question, however, was the question of copyright; and in a carefully reasoned judgment Mr. Justice Eve decided that the drawing of letters could be the subject of copyright, that what the defendants had done was an infringement of Messrs. Stephenson & Blake's copyright, and gave judgment against Grant Legros.



The Philadelphia *Inquirer* has been added to the list of dailies using the Monotype type-and-rule caster and complete non-distribution. Two casting machines and a very complete assortment of matrices for the most used and most popular type faces have been installed.

Church Advertising

ONE of the more notable achievements in commercial life is the development of newspaper advertising along lines heretofore thought impracticable, if not impossible. Church advertising is of comparatively recent growth. Only a few years ago it was deemed unethical as well as unnecessary, to seek newspaper publicity for church affairs; but it is now recognized that the churches' work is "God's Business," and as such can be promoted and assisted by the liberal use of newspaper space.

Experience having proven that the Sunday services of the churches can be successfully advertised, it is only a logical development to use similar means of interesting the public in the various reli-



Clever advertisement occupying a full page in the Hamilton Herald to advertise its Want Columns.

gious and philanthropic activities of the church or community. Thus it has come about that the newspaper is used in large measure, and oftentimes exclusively, to educate the public regarding the work and scope of these various activities, and to cultivate the field preparatory to an appeal for material assistance.

Sound business sense and economic necessity has shown that it "pays" to advertise preparatory to making a canvass for funds for Red Cross, Y.M.C.A., Patriotic Funds, and similar enterprises, and we find the newspapers carrying large display advertising for these and other enterprises depending upon the public for support, all placed and paid for just as any other line of business is advertised.

It is no longer assumed that as a matter of course the newspaper will give gratis of its space to promote the interests of this "cause," and that "charity" and such publicity is now purchased as a matter of good business, as an investment yielding gratifying returns.

The raising of the immense volunteer army in Great Britain was achieved only through the tremendous use of the power of newspaper advertising and similar means were successfully adopted in Canada in recruiting the various battalions. Five thousand young Canadians are wanted for the British naval service, and

the newspapers are being used to enlighten and enthuse our people; and recently the Federal Government has launched a newspaper campaign to teach the Canadian people the necessity of thrift and saving.—Contributed by E. J. P.



Increased Local Advertising

THE Quebec *Telegraph* at the beginning of the war successfully checked a stampede of advertisers from curtailing their advertising, and turned them into an optimistic mood, and thus increased the *Telegraph's* advertising revenue almost every month since the war started.

This was done by putting on extra advertising agents and making a vigorous bid for business. Then followed the purchase of a new press and composing-room installation, costing nearly fifty thousand dollars. In fact, it may be said that there is not a pound of metal used in making the *Telegraph* at the beginning of this war that is in requisition in the composing or press room of the paper to-day, which shows what a radical change took place.

A large quantity of advertising matter was also issued with the slogan, "Business Better than Ever."

When the apple campaign came along, the *Telegraph* took a hand in making it a success. When it could not induce the majority of the fruit merchants of the city to organize apple sales, with extra advertising, it went to the largest dry-goods store and succeeded in obtaining its co-operation in this direction, with the result that nearly 5,000 barrels of apples were sold in a very short time, pleasing the apple growers, the public and the dry-goods firm in question, which has continued these apple sales every autumn since.

Recently the *Telegraph* has carried on a strong campaign against the high cost of food products, with the result that it has influenced considerable advertising.

The merchants have advertised goods at reduced prices, and the *Telegraph* has been able to prove to its readers that the large majority of every-day household wants can be purchased from advertisers at from twenty-five to one hundred per cent. reductions. It has made such a success of this campaign that several of the large grocery establishments, that have been spending little or nothing in advertising, are already feeling the loss of trade, and it will not be long before they will have to advertise extensively to get it back again.

In the meantime, the public have given the *Telegraph* credit for this work, which has increased its popularity with all classes in the city.

The *Telegraph's* progressive policy in this line is worthy of being practised by many of the other Canadian newspapers.



Rates for Political Advertising

THE United States Government is considering a bill, the nature of which is indicated by the following extract from it:

"During any campaign no newspaper or other periodical shall publish any letter or communication on any political subject, composed by any person not an officer, editor, or employee of such newspaper or other periodical, unless the real name of the author thereof be appended thereto and published with such communication.

Any newspaper, magazine, periodical, bulletin, or other publication in which during a campaign shall be printed any information, specific or general, concerning any bet or wager or the sale of pools on any such election shall be nonmailable, and shall be excluded from the mails by the Postmaster-General, but this shall not be construed to prohibit the publication of information regarding the violation of the law, or of legal proceedings on account of such violation.

"No publisher of any newspaper or other periodical shall insert, either in the advertising columns of such newspaper or other periodical or elsewhere therein, any matter paid for or to be paid for directly or indirectly, which is intended to or tends to influence, directly or indirectly, any voting at any election or primaries, unless at the head of said matter is printed in twelve-point caps the words 'Paid advertisement,' and unless there is also a statement at the head of said matter of the name of the candidate or political committee in whose behalf the matter is inserted, and unless also the price paid or contracted to be paid for such advertisement is stated at the head of said matter. "No such publisher shall charge for political advertising in excess of his usual and customary charges for commercial advertising. If such publisher shall accept any political advertisement he shall thereupon be bound to accept and publish upon equally favorable terms the political advertisements of all candidates and political committees, provided the advertisements rendered are not libellous, scurrilous, or indecent."

All of which is of great interest to Canadians, since the use of newspapers for political advertising is likely to become general in connection with future elections. In Canada the law affecting political advertising is less advanced and pronounced than in the United States, but it is probable that the influence of American policy will affect Canada when our laws are framed.



An Old-Time Paper Monopolist

NEWSPAPER publishers in North America are making a desperate fight against the advance of 60 to 100 per cent. in the price of paper. Newsprint which has been selling about 2c. per lb. is now held by Canadian mills about 3c.

Glott in his *Journal des Savants* tells us that Ptolemy, the King of Egypt was by far the greatest merchant and manufacturer in the whole world. Even in far distant Delos, a place near Athens, the price of paper and other articles were fixed by this Royal Monopolist. That his interference "regulated the market" to his own advantage may be inferred



The greeting card of F. T. Wimble Company, Sydney and Melbourne, Australia, publishers of *Wimble's Reminder*, one of *Printer and Publisher's* exchanges. The good wishes expressed on the card by our Antipodean brother publishers are heartily reciprocated.

from the fact that the sheet of paper which was sold in 296 B.C., for one obol equal to 3½c. cost on the average under this monopolist during 279 to 250 B.C., eleven obols or 38½ cents.



To Advertise Gardening

THE Department of Agriculture of the Ontario Government is about to launch a \$10,000 advertising campaign to promote gardening. "A Vegetable Garden for Every Home for 1917" will be the theme of the advertising. The Department will also do its utmost to increase the production of poultry and eggs.

Printer & Publisher

Published on the First Wednesday of Each Month

WM. POWELL - Business Manager
R. H. ECCLESTONE - Eastern Manager
JOHN C. KIRKWOOD - Editor
E. E. ADAMS - Associate Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, \$2 a year; United States, \$2.50 a year; other countries, \$3 a year. Single Copies, 20 cents. Invariably in advance.

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Improving the \$1.50 Weekly

CANADIAN weekly newspapers which have raised their subscription rates from \$1 to \$1.50 are well advised to use some of the extra half dollars received on each subscription for the improvement of their newspapers and service to subscribers; and the probability is that many publishers will do this. While it can fairly be contended that the higher rate is justified even on the old service, this because of higher production costs, yet it will be good policy for the publishers to use a portion of the \$500, \$750, or \$1,000, or more, obtained each year, to produce a more newsy or interesting paper, or a better printed paper; and perhaps to use more illustrations: perhaps, also, to improve building, offices or plant.

By making subscribers conscious that they are receiving more for the higher rate they have been called on to pay, it will be easier to renew their subscriptions each year; and to get \$2 when the time comes to ask for another 50 cents a year. That this time is coming, and perhaps very soon, is not at all improbable.



The Price of Newsprint

DEFINITE and final action regarding the price of newsprint in Canada by Sir Thomas White is about to be taken—may have been taken and declared before this

issue of PRINTER AND PUBLISHER reaches its readers. PRINTER AND PUBLISHER can only surmise the price to govern 1917 contracts, but it is pretty safe to say that it will not exceed 2½ cents a pound, and may be, as already officially hinted at, a half-cent a pound, or \$10 a ton, advance on old contract figures.

It is pretty certain that the paper-makers will cherish a spirit of resentment, no matter what figure is authorized, feeling that they ought to have the full benefit of the market as it stands to-day. If the publishers seem to win, they may have purchased victory dearly. The sequel will show, and the sequel may run into years.



Cut Prices and Advertising

THE Stephens Bill, now being considered before the United States Congress, and being supported by the American Fair Trade League, is designed to allow manufacturers of branded products to fix and enforce the re-sale or retail price. Many newspaper men are protesting vigorously against the Bill arguing that its passage will seriously curtail the volume of newspaper advertising. This is tantamount to saying that much retailer's advertising lives on the advertising of cut prices on branded or trade-marked, and nationally advertised goods.

Some publishers have said that local advertising is yet the big end of all their business—about 80% as compared with the amount of national advertisers' advertising.

The matter is made the more interesting in view of the very determined and organized efforts of the Promotion Bureau of the American Newspaper Publishers' Association to switch national advertising from the magazines into the dailies.

The Stephens Bill and the discussion of it have pertinent interest to Canadians in view of the activity of the Dominion Government in cases where it is alleged that pressure is exerted by manufacturers and wholesalers on retailers to sell at fixed prices.

The whole question of price maintenance is a vexatious and perplexing one.

In the United States many decisions have been made by the Courts in favor of manufacturers, affirming their right to fix and enforce the re-sale or retail price. It may be that in Canada opinion will have to inform itself on this subject, preparatory to the framing of requisite legislation.



The Publisher's and Printer's Front Office

COUNTRY publishing and printing offices are, as a general thing, very unattractive, being shabby, unfurnished, cheerless, depressing, untidy and dirty. The same is true of many offices in our smaller cities.

There is absolutely no excuse for this condition of things. The reason for offices of the sort described is usually the proprietor himself. Such an office suits him; he was brought up in such an office or under its influence; and the low standards of past employers and of others he knows, have given him his standards and ideals.

PRINTER AND PUBLISHER recalls one

office in a thriving town where callers enter a sort of vestibule that looks as if it were the passage way for freight—a room less than six feet square; and communication with the proprietor is had through a window—like that in a ticket office. The window is raised for the transaction of business and is dropped when the business is completed. There is no chair, no cheerfulness, no welcome; and sometimes, when the proprietor is in his print-shop, there is no human being in sight, and tedious waiting on the part of callers is required.

The correction of this state of affairs is easy. It calls for the expenditure of no more than fifty or a hundred dollars in the case of many offices. These sums will buy chairs and table, a floor-covering, pay for wallpaper, a lamp or two, some attractive pictures, and other exhibits of the proprietor's sense of the dignity of his calling and of the courtesy and attention due his subscribers and customers.

The average publisher and printer seems actually to discourage callers. They are obviously neither expected or wanted. Imagine a grocer or druggist or dry goods dealer putting the barrier of frostiness between him and his customers!

In New York, to name only one city, the publishers of the principal magazines have veritable reception rooms, often like drawing rooms in their richness of furnishing and treatment, as their rooms of entry. Money has not been spared to make these rooms of welcome and impression attractive and pleasing in the extreme. Similarly, the public and business offices of great newspapers in the United States, and to a much lesser extent in Canada, are often spacious and magnificent. Something less imposing, less spacious, less grand, is the rule in the great printing offices, yet in the best of these there is manifest deference paid to the public which calls.

To make the front or public office of a newspaper or printing firm pleasing and attractive is good business and good advertising, the cost of which is neither necessarily great nor prohibitive; and when publishers and printers see the light on this matter they will find in all likelihood an appreciation on the part of the public which will express itself in the form of more business.

PRINTER AND PUBLISHER would be glad to receive and publish photographs of the public office of printers and publishers which show taste in furnishings and a proper valuing of the comfort and desires of those from whom business is desired and received.



Rates for Political Advertising

THE Democratic National Committee in the recent Presidential Election in the United States authorized \$180,000 worth of advertising, a goodly part of which has not yet been paid to the publishers and to the advertising agency placing the business; and where the money to settle bills is to come from nobody seems to know. Henry Ford was relied upon to contribute heavily, but his expected payment did not materialize.

Many publishers exacted a "political rate" from 50 to 100 per cent. higher than commercial rates. Some have de-

clared this higher rate to be legitimate on these grounds:

"To the party newspaper, this extra rate compensates in some degree for the great amount of free publicity that it is expected to carry, while to the paper of an opposite political faith, the extra rate may be considered wholly legitimate as the extra 'worth while' to get the wares of the opposition before the readers of that publication."

This stated view is interesting to us in Canada since the majority of Canadian publishers have special enhanced rates for political and financial advertising, and justify the higher rate with arguments much like the one above. **PRINTER AND PUBLISHER** knows no good reason why the reports of the annual meetings of banks and political advertising should carry a higher rate. All reasons that publishers have given to **PRINTER AND PUBLISHER** seem to be specious, and reduce themselves to this: "We can get it."

When publishers weave into the fabric of their defence for rates exacted flawed or shoddy strands, their word or attitude or other matters is open to suspicion and challenge.

Advertisers as a class are not more honest than publishers, or of higher morals; but advertising in newspapers can never reach its heights in the matters of volume and resultfulness so long as advertisers and publishers are willing to trim corners when they come face to face with the stone wall of Truth and Principle.



Circulation Methods

ELSEWHERE in this issue of **PRINTER AND PUBLISHER** is an article by Mr. J. L. Middleton, circulation manager of the E. H. Heath Co., Winnipeg publications, *The Canadian Thresherman and Farmer* and *Motor and Sport*—an article dealing with methods used by some circulation men in Western Canada to secure circulation.

The offences complained of in Mr. Middleton's contribution have for a long time been troubling publishers who have refused to entrust the honor of their good name and the procuring of circulations to a vagrant class of solicitor skilled in "strong arm" methods, and destitute of all sense of honor. These so-called salesmen, for the most part, received their schooling in the circulation methods employed by them in the United States; and they found some Canadian publishers of farm papers promptly responsive to their proposals to be allowed to work their schemes in Canada, and some publishers "fell for it"—a sad falling indeed. Circulation of a sort was secured—by methods weird, extraordinary, and reprehensible, and at a cost to the publishers using them that taxed them sorely. Convassers retained the entire price of the subscription, and in some cases received something extra from the publisher!

The advertisers' clamor for quantity circulation was declared to be reason for using methods of worse than doubtful cleanliness to add circulation. And probably advertisers did have regard for quantity rather than quality. But during the last year or two advertisers have been reconstructing their opinions and have been

changing their attitude; and are condemning methods that sell the paper as a sort of make-weight in connection with the sale of other merchandise.

Mr. Middleton in a letter to **PRINTER AND PUBLISHER** says:—

"You have no idea of the amount of trouble we have experienced with road men in the West during the past year, and at this writing there is a movement on foot among local circulation men and publishers to have all underlings departed from the West.

"What I want my article to accomplish is to set the ball rolling."

By "setting the ball rolling," Mr. Middleton means to formulate and crystallize opinion on the subject of the methods he condemns, and other publishers of farm papers condemn; and to co-ordinate these publishers in an alliance which will establish standards and practices at once high, clean, honorable, and that will receive the practical approval of the best class of advertisers.



Higher Subscription Rates

EVERYWOMAN'S WORLD, Toronto, a monthly magazine, has increased its subscription rate from \$1 to \$1.50. So also has the *Canadian Home Journal*, Toronto.

The *Quebec Daily Telegraph* is increasing its mailing rate 50 cents a year.

The *Financial Times* is now \$3 a year; former price was \$2.

The Ottawa dailies have increased their price from 1 cent to 2 cents.

There are now 250 rural weekly or semi-weekly newspapers throughout Canada that have adopted a subscription rate of \$1.50 or higher, or have definitely announced their intention to adopt such a rate. Recent weekly papers to fall into line are: Truro (N.S.) *News*; Bruce Mines (Ont.) *Spectator*; Hespeler (Ont.) *Herald*; Thessalon (Ont.) *Algoma Advocate*; Dauphin (Man.) *Herald*; Dauphin (Man.) *Press*; Watson (Sask.) *Witness*; Weyburn (Sask.) *Review*; Hanna (Alta.) *Herald*; Vegreville (Alta.) *Observer*; Havelock (Ont.) *Standard*; Madoc (Ont.) *North Hastings Review*; and the Smith Falls (Ont.) *Piqueau Record*. The following three Nova Scotia weeklies: Middleton *Outlook*; the Kentville *Advertiser* and the Bridgewater *Monitor*; Madoc (Ont.) *Review*; the following three Manitoba papers: Grand View *Express*; Carberry *News-Express*, and the Melita *New Era*; also the East End (Sask.) *Enterprise*.



The \$1.50 Rate for Weeklies—An Experience

WE WERE a long time making up our mind to take the plunge into the \$1.50 subscription rate, as we thought the water would be awfully cold because the other Oshawa papers, or in fact, none of the other papers in our district, would go in with us. However, we were laboring under a very great delusion and can now truthfully say to others, "Come on in, the water's fine."

We have every reason to be thoroughly delighted and satisfied with results. Subscribers nearly all seemed to be expecting an increase, as they have been paying more for nearly everything else they purchased and they themselves are receiving more for their goods and services, consequently are accepting the increase as reasonable and just.

The result of the increase in the price of single copies of our paper from 3c. to 5c. has been more of a surprise, though, to us. In the past, i.e., prior to Dec. 1st, the news stands of the town were selling weekly about 300 copies of our paper. When we announced the increase to 5c. per copy we expected this sale would fall off to a very large extent, but to our surprise all the news stores have since

taken their full number (less twenty-five in one case and ten in another); and for two weeks at 5c rate, all stores sold out and we ourselves sold out at our office. No doubt some of the new yearly subscriptions now coming in are those who were buying our paper regularly at 3c. a copy, but now see it cheaper at \$1.50 per year.

I may say further that we are not only announcing the increase of our subscription from \$1 to \$1.50, but we are going a step further and insisting that it must be paid in advance—and we are getting it, too. Furthermore, we announced that all subscriptions in arrears not paid in full by Dec. 31st last would be charged for at the rate of \$1.50 per year—the rate that the *Reformer*, like most other weekly papers, has always had and advertised when subscription is not paid in advance. In January we turned over to ——— all our subscription accounts past due with instructions to collect at \$1.50 per year, and with costs where necessary. We are going to make a thorough clean-up and start right. We consider we publish a paper worth at least \$1.50 per year, and if anyone wants it he will pay this price, and when he knows that he has to, will pay it in advance.

We have installed a card index system for looking after our subscriptions and in future subscribers will be sent a notice one month in advance of the expiration date of their subscription advising them of same, thanking them for past favors, and soliciting their renewal. If not paid by the date due a second notice will be sent them; then if not paid after carrying their subscription for say one month at the longest, their name will be removed from our mailing list and subscription book.

The public have been fully informed of the above policy through the columns of our paper.

Many weekly publishers will no doubt think this too harsh or exacting. None can say it is not right and only as it ought to be in connection with all newspapers. Personally I think this policy will be appreciated by subscribers. Win or lose we are going to adopt it.

CHAS. M. MUNDY,
Business Manager,
The Oshawa Reformer.



Moose for Year's Subscription

IN lieu of paying \$1 for one year's subscription to the *Courier*, Unity, Sask., someone in the far north shipped a moose to Editor MacDonald. The ponderous crate was accompanied by a note which read: "Enclosed please find, etc.," "and in return for same please send me the *Courier* for one year, without fail."



Press Association Meetings

A MEETING of the Perth and Huron District Press Association was held at Stratford on Friday, January 26th.

THE Bruce Press Association, in session at Walkerton, discussed the problems arising out of the recent tremendous increase in the cost of news paper. Most of the publishers favored doing away with ready-print and giving more space to local news. The pressmen were banqueted by the town of Walkerton. J. J. Hunter, of Kincardine, was re-elected president, and D. McKenzie, of Paisley, secretary.



Collecting Delinquent Accounts

H. GOLDSTEIN, trading under the name of Publishers' Protective Association, Toronto, announces in our advertising columns that he serves publishers in the matter of collecting delinquent accounts—both advertising and subscription.



The *Canadian Countryman*, Toronto, has applied for membership in the Audit Bureau of Circulations. So also has the *Canadian Motorist*, Toronto.

Pointed & Pointless

BY SIX-POINT BILL

DOWN under the Southern Cross our newspaper brothers have the same problems to solve that we under the North Star have to solve. In some particulars the Australians are nearer the solution. At the last session of the Queensland Country Press Association, the report in *Wimble's Reminder* says that the minimum rate for advertising was discussed and the following action taken:

"Mr. Lister, in introducing the subject of casual advertising, read the paragraph in the Executive's report dealing with the matter, and moved 'that the minimum rate for casual advertising be 4s. for the first inch and 3s. for every subsequent inch, and that every newspaper proprietor agreeing to adopt the minimum rate make the announcement through the advertising columns of his paper.' Carried."

It is evident from the report that the Queensland Country Press has its own advertising agency at Brisbane—a limited liability company with £10,000 capital. "The objects were mainly the objects of the Country Press," says the report. "It was to supply in the City of Brisbane an advertising agency which was their own." The company was also "to act as a news collector and distributor, supply newspaper matter, provide an employment bureau and establish a training school." The convention "got after" the State Government for asking for "free publicity," and did not fail to name the sinners. All of which goes to show that in Queensland they "do things" after they "talk them over." I was perfectly aware that Australians had a 50-machine plant daily, but 96c. per inch for casual advertising for the first insertion and 72c. for every subsequent insertion is "going some" for the country press. *Sells Directory* tells me that there are 17 dailies in Queensland. The rural press is mainly semi-weekly. Cut the 96c. in two, which is 48c., and would the C.P.A. adopt that figure as the minimum? Would not some publisher, who mixes philanthropy with business, say that it was a "combine?"

* * *

The talk is now of the city dailies that refused contracts for liquor advertising. Many small town weeklies did the same thing years ago in local option fights, and the churches did not give the support that they should have done. More, too. Small town weeklies have refused to publish untruthful advertising, when it meant many dollars lost revenue. Just one case; it will suffice. In a particular town a local option petition was circulated for the necessary signatures to present to the town council asking for the submission of a by-law to the people. The "wets" were well organized and did not fail to use the boycott on any or all who signed, and in order to intimidate, a slick lawyer, in answer to a supposed question, had an unsigned paragraph prepared which said that the names of the signers of the petition would be public property and that the names would be published. He deftly left the impression that the law said the names of the signers must be published. The law says that the signers of local option petitions must be posted in the office of the municipal clerk, but does not say that they shall be published. The paragraph was offered to the two papers in the town at reading matter rates. One paper swallowed it, but the other fellow balked. A compromise was attempted by having the paragraph marked "advertisement." Still the publisher refused. Asked why, he said: "The last clause is a lie, and you know it to be. As such it cannot appear in my paper. If you remove the clause, then it will be published; if not, it

will not get in my columns." This caused consternation in the ranks of the "wets." This particular publisher and printer did all the hotel work up to this time. He was an old-fashioned newspaper man, who, with all his faults would not justify falsehood. His home was besieged, the office telephones constantly rang. On the day the forms went to press he was called to another place to attend the funeral of a brother. Right up to train time he was besieged, but he stood firm—falsehood would never be advertised in his paper if he knew it. The last word before the train departed was with the owner of the best hotel of the place—and it was a real hotel, one of the best conducted in Ontario—who said to the publisher: "I admire your courage and backbone." The other fellow and a near-by daily published the paragraphs—falsehood and all. The publisher lost hundred of dollars' worth of business. The churches did not make up the deficiency either; the other fellow got their work, too.

* * *

Modern "industry," so-called, must pay for its sins. Where is the future supply of men to come from for the composing room? Modern boys want modern pay, and the printing business is not modern in getting the price. A modern boy, a good one, was looking for a job the other day in a city composing room. The foreman offered him \$5 per week to start with in an apprenticeship to the compositor's art. He would not consider it. He wanted \$14. The boy was 16 years of age. The printing business is not the only occupation or calling that feels the effect of the modern boy. Go into any town in Ontario and count the number of boys learning trades. Some places that I know of there are not more than three apprentices at all the trades combined. And there are not a few towns where the apprentice is as scarce as the dodo. Vocational schools are offered as a substitute for the old-fashioned apprenticeship. The two systems conjointly will give great results. Separately the vocational school would leave the country full of half-baked tradesmen.

* * *

In Chicago a lively question now is the employment of men of 45 years and upwards. Modern industry has found that years and wisdom are a great asset. Some years ago in that same city of Chicago, a budding railroad manager "fired" all the old engineers over the system. Young fellows were put at the throttle, schedules were reduced and orders to "burn up" time. In two years locomotives were smashed up, passengers gave the road a wide berth and freight wrecks filled the ditches. The budding manager was fired, the grey-heads were put back on the engines, and the road is now one of the most popular in the West. The same with the old time hand-printer—the man who learned the business in its chief details—he is the man who draws down the salary and keeps the works running.

* * *

Here is a real one. A group of printing office managers were discussing some of the things they have met with in modern systems. The printing business from its very inception has been systematic. If you don't believe this try to set a stick of type from a case that has been distributed through a sieve. One of the group said: "Do you know when I need the services of a delivery wagon it takes an hour of my time going through the routine. I have to get three blank forms, signed by three different persons. The delivery wagon costs us about 75c. for the hour, and it costs

us in salaries to order it close to \$5." "That reminds me," said another. "Little Mike, the message boy, put a chunk of chewing gum in a rather conspicuous place on the president's desk. The president used the dictaphone to have Mike 'fired.' His stenographer took it from the cylinder, typewrote a death warrant on fancy colored paper, this went to the vice-president and his stenographer, where the operation was repeated; then to the G.M. and ditto operation; from him to the superintendent, and 'Mike' hit the trail. It cost \$75 or more to 'fire' 'Mike.'" A third of the group remarked that was putting the "sis" in system.

☉

The Costs of Publishing

PRINTING a newspaper during war time is looked upon by the average man as a rather pleasant and wholly profitable business. Aren't more newspapers sold when big things are being done in which the public is vitally interested, and isn't news cheap, anyway? But making a newspaper is a complicated business and the list of ingredients in this commercial pudding may prove surprising to many. Rubber, drugs, carbolic acid, felt, cotton, glycerine, gum arabic and metals of various sorts enter into the mess—all this outside the white paper, ink, the paste and the wrappers. Then there are special telegraph services to be paid for, special war features, the additional postage war tax, and the increase in the tariff on goods coming into Canada, and known as the war tax.

Some increase in the price of those ingredients may serve to convey an idea of the increased cost of newspaper production during the past two years. The increase in the cost of white paper is 53 per cent. The government is attempting to have this reduced but the present price quoted by newsprint mills represents that much increase over 1914 figures. Postage has gone up 33 per cent., carbolic acid 700 per cent., gum arabic 90 per cent., ink 20 per cent., press felts 69 per cent., rubber 33 per cent., glycerine 100 per cent., metal 70 per cent., wrappers 91 per cent., wipers 67 per cent. Can any other line of business show increases in all its producing material to match these increases in the making of a newspaper? We do not think so. In addition wages and office expenses have gone up proportionately. Wages have increased over 31 per cent. since December, 1914, while office expenses have increased 35 per cent. And the end is not yet, apparently.—Editorial in the *Ottawa Citizen*.

☉

Supply House Assigns

The Anglo-Canadian Type & Machinery Company, Toronto, made an assignment last month. The assignees are carrying on the business for a short time, in an effort to sell the stock. Some very good bargains are available for those in the market for type, equipment and machinery.

The causes of the failure were inability to obtain presses and other supplies from England, with which country the company had its chief alliances. The explanation does not lie in Canadian trade conditions, which are really good.

Elsewhere in this issue of **PRINTER AND PUBLISHER** appears a page advertisement calling attention to the special opportunity offered by this assignment and the sale being carried on in connection therewith, to buy equipment at special prices.

Robert Smeaton White

R. S. WHITE is resigning his post as Collector of Customs for the Port of Montreal, to re-join the staff of the *Gazette*, as chief editorial writer.

The return of R. S. White to journalism is a return to his first love. Mr. White was a national figure in Canadian journalism before he ever entered the political field, from which he finally emerged to accept the position of Collector of Customs for the Port of Montreal. He followed his distinguished father, the Hon. Thomas White, in the chief editorial chair of the *Gazette*, and for years was the guiding mind of that journal. Mr. White's editorials—especially on commercial topics—were regarded in the city and throughout the country as authoritative, informed and fair. As a writer, he is forceful and convincing; and his enlistment once more in the ranks of the leading editors of the Dominion will be a distinct acquisition to the profession and a genuine benefit to the nation.

Robert Smeaton White was born at Peterboro, Ont., on March 15, 1856. He received his education at the Hamilton Grammar School, and at McGill University. After a short term of service in the Bank of Montreal, he in 1874 entered the office of the *Gazette*. He received a thorough training in newspaper work under the direct supervision of his father, the Hon. Thomas White, and became an expert in practically every branch of journalism, and an able and ready writer on public affairs. For some years he acted as commercial editor of the paper and furnished the annual general review of the trade and commerce of Montreal, as well as many special articles on trade and commercial subjects. He represented his paper in the Press Gallery at Ottawa, and was president of the Gallery for 1884-05. Finally, he succeeded his father as editor-in-chief of the *Gazette*, and occupied the chair until he entered the public service.

He succeeded his father as Conservative member of the House of Commons for Cardwell, Ontario, entering the House in October, 1888, and continuing to hold the seat until his resignation in October, 1895. He moved the address in reply to the Speech from the Throne in 1889.

On December 31, 1895, Mr. White was appointed Collector of Customs for the Port of Montreal, and that office he has held ever since. He has also been controller of Chinese immigration and shipping master of the port of Montreal.—The Montreal Star.



J. S. Crate

J. S. CRATE, managing editor of the Ottawa *Evening Journal*, who has held that position for about two years, is known among Canadian newspaper men as a constructive worker, with a penchant for handling national and international affairs. His first notable piece of work along national lines was done while he was connected with the Toronto *Daily Star*. He conducted a canvass of the Dominion on the reciprocity pact in 1909, sounding one-twentieth of Canada's population on their opinions, and predicting the result with remarkable accuracy. He covered the "A.B.C." Mexican peace commission's meetings at Niagara Falls in 1914 for the Montreal *Star* and also went to New York for a time on a special mission for that paper. He supervised the leased wire news which the *Star* received and succeeded in eliminating a measurable amount of repetition at a considerable saving of time and money. Mr. Crate started as a reporter on the Toronto *Globe* ten years ago and won his first desk position within a year. He later acted as Legislative correspondent, cable editor and city editor of the *Globe* and at the end of three years became editor of the *Sunday World*. He has also been connected with the Toronto *Daily News* and Toronto *Star*.



Charles C. Blackadar

CHARLES A. BLACKADAR, editor and sole proprietor of the Halifax *Acadian Recorder*, has been appointed a director of the Royal Bank of Canada.

His paper was founded in 1813 and was taken over by his late father, Hugh W. Blackadar, in 1833. The elder Blackadar was at first a supporter of Hon. Joseph Howe, but the latter having decided to "ride the Protestant horse" in one of his campaigns, the *Recorder* broke with the leader, but came back when the question of Confederation was on the tapis. The



CHARLES C. BLACKADAR,
Editor and proprietor of the Halifax
Acadian Recorder, recently appointed a
director of the Royal Bank of Canada.
Mr. Blackadar is also President of the
Acadia Fire Insurance Co., of Halifax.

present head of the *Recorder* entered the office of the paper in 1863, and became a co-director in 1869, so that he has been closely identified with militant journalism for over half a century. The *Recorder* was first a weekly, and then a tri-weekly, and has been in the daily field since a year or two after Confederation, which measure the paper strongly opposed, claiming that the terms were not sufficiently liberal to justify Nova Scotia in entering the Union.

Mr. Blackadar, when at home in his Granville Street office, reads every line that goes into the columns of the *Recorder*, including local news, editorial and advertisements. In the old days the *Recorder* was rather violent in its discussion of political affairs. For many years before he became Attorney-General of the province, and subsequently a member of the Supreme Court bench, Hon. J. Wilberforce Longley contributed political articles to the *Acadian Recorder*. Many years ago Mr. Blackadar decided that measures alone, and not men, should be discussed in the columns of his newspaper, and that is the present policy. In the office of the *Recorder* are the files of the paper, absolutely perfect and intact, since the first issue of 1813.

Mr. Blackadar is a strongly independent man, both in fortune and politics, for when his party was in power and the *Recorder* was a staunch supporter of the administrations at Halifax and Ottawa, he declined a senatorship as well as the Lieutenant-Governorship of his native province. He declares that his paper has made little or nothing out of government patronage, his advertising patrons being found in both political camps.—From the Montreal *Gazette*.



Editor Resigns

BRENTON A. MACNAB, of the Montreal Daily Mail Publishing Company, announced last month that he had resigned the editorship of the *Daily Mail* and the *Evening News* because of new complications in the management of the papers.

Mr. MacNab's statement recalled the January 4 suspension of publication of these two journals, which resulted, he said, through the refusal of Messrs. Nichols and Dorsey to sell the property to undisclosed purchasers at the request of another shareholder who had withdrawn financial support.

Mr. MacNab, besides being editor, was vice-president of the company.



Lieut.-Col. Henry Willoughby Laird

LT.-COL. HENRY WILLOUGHBY LAIRD, Regina, has been made a Senator, in succession to the late Senator Davis. He was born in Port Dover, Ont., in 1868. He was educated in various high schools in Ontario, and for one year at the University of Toronto. He was a student under Sir Sam Hughes at Jarvis Street Collegiate, Toronto, and a close friendship formed at that time has continued ever since. On leaving the University he entered newspaper work as a reporter on the Toronto newspapers and among the important assignments covered two sessions in the Press Gallery of the House of Commons at Ottawa. He studied in the law courts at Osgoode Hall, Toronto. Later he entered provincial journalism, and for ten years owned and edited newspapers in Port Hope and Cobourg. He went West in 1901 and a year later started the first wholesale concern in Regina. He served in the City Council and was Mayor for two terms. Col. Laird has a considerable war record. He served twelve years in the Canadian militia, in the Queen's Own Rifles of Toronto, and as a captain in the 40th (Northumberland) Battalion. He organized the Army Service Corps in Saskatchewan before the war, with the rank of Major, and shortly after the outbreak of hostilities joined the overseas forces. He recruited and organized, with the rank of Lieut.-Colonel, the 3rd Divisional Train C. E. F., from the Atlantic to the Pacific, with headquarters at Regina, and took this unit to England.



Daniel Baker Joins Monotype

THE Lanston Monotype Machine Company announces that Daniel Baker, well known to the printing craft, both in the United States and Canada, has accepted a position in its advertising department, where his duties will comprise editorial work and the writing of publicity literature. A good part of his time will be devoted to the columns of the well-known house organ *Monotype*.

That the services of Mr. Baker, who until recently was Secretary of the Graphic Arts Board of Trade of Toronto, Canada, will be appreciated by users of the monotype and readers of its literature is without question, for his wide experience as a consulting printer, cost expert and developer of estimating, accounting and efficiency systems, particularly fits him for his new duties with the Monotype Company.

Mr. Baker's versatile pen has helped to make the columns of the various trade journals not only interesting to read, but helpful in actual shop practice and office management. While superintendent of one of the well-known plants in the east, his wide experience and natural ability brought him into close touch with printers' organizations. Desiring to devote his time entirely to organization work, he accepted a position with the United Typothetae and Franklin Clubs of America as assistant secretary, where his ability was manifest throughout the whole organization. Mr. Baker resigned this position to take up the work in Canada.



Thanks, Mr. Hayes

MY SUPPLY of reading matter would be far from complete without PRINTER AND PUBLISHER.

C. F. HAYES,
The Creston (B.C.) *Review*.

News Items—Mainly Personal

BRITISH COLUMBIA

The *Vancouver World* has increased its subscription price from \$3 to \$4.

Southern British Columbia weekly publishers will meet at Nelson, February 5.

Robb Sutherland, of Nelson *News*, has been elected president of the Canadian Club of that city.

C. F. Hayes, editor of the *Creston Review*, has been elected secretary-treasurer of the Board of Trade of that town.

A general meeting of the British Columbia and Yukon Division of Canadian Press Association, will be held at Victoria, March 12 and 13.

E. G. Wendling has resigned as circulation manager of the *Vancouver World* to take charge of circulation for the Portland (Ore.) *Evening Telegram*.

The libel action of F. C. Wade against the *Vancouver News-Advertiser*—an appeal from a former judgment—was up last month, the defendants pleading justification. Judgment was reserved. The matter relates to an incident of twenty years ago, revived during the recent provincial elections.

The *Typographical Journal* for January printed the following: "H. C. Brewster, who worked as make-up on the *Boston Herald* from 1892 to 1897, and finally drifted to British Columbia, after varied experiences has been appointed premier in the cabinet and president of the council of the Province of British Columbia. He was widely known here as a sincere friend and promoter of everything that tended to help the laboring man's cause.

ALBERTA

J. H. Woods, editor and managing director of the *Calgary Herald*, has returned to Calgary after a months' visit to Toronto and the east.

M. R. Jennings, managing director, *Edmonton Journal*, was east last month in connection with the National News Service proposals, and spent a few days visiting Toronto and Eastern Canada.

The *Edmonton Journal* had a page made up of small local advertisements on the occasion of the convention in that city of the United Farmers of Alberta. The caption of the page was "Here is the key to the City of Edmonton," and each advertisement was a proffered "key" to advantageous buying.

Vulcan, seven years old, has the distinction of having the largest number of rural telephone lines of any village of Alberta. 234 automobiles are owned in the district, which is well served in a news way, by the *Vulcan Advocate*, of which Charles Clark is proprietor and R. W. Glover, managing editor.

Calgary Herald recently banqueted some ninety delivery boys as a reward for their untiring efforts to bring the *Herald's* city circulation by carriers up to the 10,000 mark. An idea of what this accomplishment means may be obtained from the information that there is only a total of approximately 12,000 homes in the city of Calgary.

SASKATCHEWAN

T. Miller, manager, *Moose Jaw Times*, visited Eastern Canada last month.

The Saskatchewan Liberal Journal, Limited, has registered under the Company's Act and become licensed to carry on business as newspaper proprietors in the province.

J. A. Aikin, who for a number of years prior to 1914 was proprietor and publisher of the *Saskatoon Phoenix*, but who made an assignment in August, 1914, has again secured control of the *Phoenix*. During intervening time Mr. Aikin has been engaged with military matters, having been the means of forming several battalions in this district. He resigned from military duties in November.

MANITOBA

W. F. Weld, manager of *Farmer's Advocate*, Winnipeg, was East on a business trip last month.

E. H. Macklin, president of the *Winnipeg Free Press*, spent considerable time in Eastern Canada last month, in connection with the National News Service project.

J. A. Macdonald, former press gallery man for the *Winnipeg Free Press*, and publicity manager for the Norris government and the local Liberal party, has started the publication of the *Manitoba Public Service Monthly*. The first issue contained a review of the government's doings since it took office.

Fred Hickman, formerly service and promotion manager of the *Winnipeg Free Press*, is now a member of the McConnell & Ferguson Advertising Agency staff, at their Winnipeg branch, where he will be in charge of the copy department. Mr. Hickman's advertising experiences have been unusually broad and successful. He was at one time in the correspondence department of the Aluminum Cooking Utensils Co., Pittsburg, Pa., and later in specialty advertising work in Los Angeles, San Francisco and other cities of the Pacific Coast. Mr. Hickman also had considerable advertising agency experience while west, both in Seattle and Vancouver.

ONTARIO

The *Rideau Record* completed its thirtieth year.

Geo. Claxton, of the *Ridgetown Plaindealer*, has been installed a linotype.

James McLeod, publisher of the *Almonte Gazette*, was recently bereaved by the death of his wife.

W. R. Davies, *Thamesville Herald*, was re-elected to the School Board of that place, after a strenuous fight.

E. W. Wing, proprietor of the *Atwood Bee*, was given the contract for the general printing of his township.

W. J. Elliott, *Ingersoll Chronicle*, was defeated for Mayor of that town. Mr. Elliott was Mayor last year.

The issuance of the *Pulp and Paper Magazine*, Toronto, was recently changed from semi-monthly to weekly.

The Journal Publishing Company of Ottawa, Limited, head office at Ottawa, capital \$400,000, has been incorporated.

The *Montreal Standard* has appointed Jos. B. Rathbone, Toronto, as its representative in Toronto and Western Ontario districts.

"Letters from Leaders" is the title of a booklet recently issued by the advertising department of the *Toronto Mail and Empire*.

W. R. Waghorne, editor of the *Wallaceburg Herald-Record*, assisted Revs. Hanley and Fisher with evangelistic services in Kingsville.

The men who write the *Toronto City Hall* news entertained the men they wrote about at a banquet in the Carls Rite Hotel last month.

Arthur A. Payne, aged 21, a most promising young reporter on the staff of the *St. Thomas Journal*, died recently of spinal meningitis.

Henry Thompson, who was connected with the circulation department of *Toronto Saturday Night*, was killed in a street car accident in Detroit.

Robert Tyson, Judges' reporter at Osgoode Hall for the last few years, and for many years previous to that a High Court reporter, is dead at Toronto.

F. M. Alexander has been appointed advertising manager of *Canadian Grocer*, Toronto. He was formerly advertising manager of the *Dry Goods Review*.

The *Brockville Recorder* had a Booster week. Jan. 29—Feb. 3. There was a distinct programme for each day. A farmers' convention inspired the event.

The *Acton Free Press* is no longer printed on toned paper, the high cost having made it necessary for the publisher, H. P. Moore, to abandon that special feature.

Hugh S. Eayrs, publicity manager of Macmillan Co., Toronto, is on a twelve weeks' trip through Western Canada.

D. T. Heisey, formerly city editor of *Kitchener News Record*, was recently engaged as permanent secretary of Kitchener British League.

A. J. McClure, formerly manager of the Toronto office of the Mortimer Co., Ottawa, is now advertising manager of the Mitchell Automobile Co., of Racine, Wis.

J. E. Atkinson, President of the *Toronto Daily Star*, addressed the South Brant Reform Association last month, giving a review of social legislation in Great Britain.

Lieut. George Thompson Scroggie, mentioned in Field Marshal Sir Douglas Haig's report, is a son of George E. Scroggie, advertising manager of the *Mail and Empire*.

Lieut. Charlie Grafton, lately with the London *Free Press*, has been transferred from the 135th Battalion to the 134th Battalion in England, and leaves soon for the firing line.

Brockville is forming an Ad. Club. Prizes for a club slogan consisted of a free trip to the Saguenay some time during the coming summer, and \$20 cash towards expenses.

A. C. Chapman, well known in circulation promotion work as the "Man from Canada," is starting a weekly community newspaper in West Toronto. It is called the *West Torontonian*.

Lieut. Charlie McQueen, reported wounded is an old London, Ontario, newspaperman. He also worked on the sporting department of the *Winnipeg Free Press* editorial staff for some time.

George D. Davis, editor of *Hardware and Metal*, Toronto, has been made assistant managing editor of the Maclean trade publications. He will continue as editor of *Hardware and Metal*.

Alex Wales has been made advertising manager of the *Dry Goods Review*, Toronto. Mr. Wales has been identified with the class papers of the MacLean Publishing Co., Toronto, for many years.

Capt. Donald M. Goudy, well-known Toronto newspaper man, is reported wounded. He went overseas as a lieutenant in the 37th Battalion, and was later transferred to a trench mortar battery.

J. W. Kedwell, publisher of the *Ailsa Craig Banner* and the *Ilderton Banner*, opened up a job office in the village of Granton last May, and the first of November launched a weekly publication there, making his third weekly.

R. R. McCormick, of the *Chicago Tribune*, was a visitor in Toronto last month. The *Tribune* owns a large paper mill at Thorold, Ont., and it was in connection with developments there that Mr. McCormick came over the line.

The *St. Thomas Times* published a notable Christmas issue, a portion of which was printed on calendered stock. It contained 40 pages of live news matter and advertising, and many illustrations. Two colors were used.

The *London Advertiser* has announced its policy of publishing no more liquor advertisements while the Ontario Temperance Act remains in force. Liquor advertisements have also ceased to appear in the *London Free Press*.

Sealed tenders are being received up to and including February 15, for the purchase of the plant and good-will of the *Wallaceburg Herald-Record* newspaper and job printing business, including subscription lists, presses, type, etc.

J. B. Digman, well known newspaper and advertising man of Chicago, who died recently, was a former resident of London, Ontario, and engaged there in the newspaper business before going to the United States. He was 51 years of age.

J. W. Kedwell, publisher of the *Ailsa Craig Banner*, who served his village in the capacity of councillor during 1916, was again nominated for this year, but declined the honor owing to the demands that his business makes on his time.

Sergt.-Major (now Lieut.) H. C. Good, of the Third Battalion, has won the D.C.M. for gallantry at the front. Although he went with the Queen's Own Toronto Battalion, he was at one time a printer at the *Daily Ontario* office, Belleville.

The Bruce County Press Association has succeeded in obtaining higher rates for county printing for its members. County officials were "sold" the fact of higher printing costs by good salesmanship, and when convinced agreed to pay a higher rate.

The *Thorold Semi-Weekly Post* is about to change its name. The publishers offered a prize of \$10 for a new name for their paper. The proprietors, Thompson & Son, are about to form themselves into a joint stock company, with a Dominion charter.

J. Lewis Brown, *Toronto Globe*; Clarke E. Locke, recently of the *Toronto World*, and Fergus Kyle, the well-known Canadian car-

tonist, have passed their examinations at the School of Artillery, Kingston, and are now qualified for commissions.

J. D. Omond recently left London, Ontario, for service with the Y.M.C.A. in the Far East. He has accepted a secretaryship in India and will serve for the duration of the war in Mesopotamia. For some time Mr. Omond was accountant with the *Ottawa Free Press*.

The *Spectator* Printing Company, Hamilton, secured for \$100,000 a block of property with a 235-foot frontage on King William street, extending back 110 feet to the alley between King William and King streets. The property has 111-foot frontage on Catharine street.

J. Harry Smith has been appointed city editor of the *Toronto World*. He began his newspaper career in Toronto on the staff of the *Globe*, and was later editor of the *Motor Magazine of Canada*. More recently he has been attached to the staff of the *Toronto Sunday World*.

Miss Isobel Armstrong, of the London *Advertiser*, has been elected a member of the Advisory Committee of the London Literary Club, which has just organized, with Dr. Braithwaite, of Western University, as president, and which is to be "under the wing" of the University.

C. Kerr Stewart, several years ago foreman of the *Daily Mail*, is now manager of the Renfrew Mercury Company, of Renfrew. This newspaper is a weekly and is independent Liberal in politics. Since leaving Frederickton Mr. Stewart has been located in Granby, Que., Peterboro and Ottawa.

W. H. Hewitt, formerly representative of *Canadian Railway and Marine World*, Toronto, has severed his connection with that publication to accept the representation in Toronto and Ontario of *Electrical News* and *Footwear in Canada*, two of the Hugh C. MacLean group of trade papers.

Clarke Home Loomis, of the *Herald Press*, Montreal, addressed the Toronto Advertising Club at a recent meeting. Mr. Loomis has a strong record as an advertising man, and the acquirement of his services by the *Herald Press* is a fresh indication of that firm's initiative and progressiveness.

C. M. Bowman, M.P.P., is suing the Collingwood *Enterprise* for the publication in that paper during the West Simcoe bye-election campaign of certain alleged libellous statements to the effect that Mr. Bowman was a "grafter" under the Ross Government. The *Enterprise* afterwards published an apology.

A. M. Fisher, formerly advertising manager of Hugh C. MacLean, Limited, Toronto, recently became associated with the Map and Advertising Co., of the same city. T. F. Halliday, who for some years has been representing the MacLean papers, has taken the position made vacant in his company by the withdrawal of Mr. Fisher.

J. Ross Robertson, proprietor of the *Toronto Telegram*, presented the City of Toronto with what is declared by experts to be the finest ornithological (art) collection on the continent. The collection represents the life work of the late William Pope, of Port Ryerse, and was purchased by Mr. Robertson to save it for Canada.

John Appleton, recently editor of the industrial pages of the *Toronto Globe*, and prior to that editor of the *Financial Post*, of Canada, has resigned to become secretary of a new association embracing all the prominent insurance, trust, and loan companies of the Dominion. His work on the *Globe* will be handled by Norman Lambert.

Everywoman's Dealer, a supplement of *Everywoman's World*, will appear in April, May and June, for the hardware, grocery and drug dealers throughout Canada. The idea of *Everywoman's Dealer* is to keep the dealers fully informed regarding consumer advertising in *Everywoman's World* and encourage them to take the fullest advantage of this advertising.

The libel action of Controller Thomas Foster, Toronto, against W. F. MacLean, Hugh J. MacLean and Albert E. Smythe, of the World Publishing Co., Toronto, ended with the parties agreeing to a judgment of \$1,000 against the defendants, without costs. The

case came about through allegations made by the *World* newspaper during the civic election campaign of 1916.

The *Berliner Journal*, Kitchener, is now the *Ontario Journal*. Many advertisements appearing in this newspaper had the word Berlin prominently displayed and all this kept in tune with the "hymn of hate" against the British name, which the electors chose for the city last June. It was this newspaper which furnished the little blue card to be enclosed in correspondence going out of the city instructing mail to be addressed Berlin, and was powerful enough to have the press censor quiet those who objected to this newspaper's propaganda.

Charles Powers, of Sarnia, Ont., brought over from Port Huron several copies of the *New York Staats-Zeitung* and the *Fatherland*, and was arrested at the ferry dock by immigration officers. The papers were given to him by people in Port Huron to mail to parties in Ottawa and were stamped and addressed ready to post here. The penalty for having copies of these in possession in Canada runs as high as \$5,000 or five years in the penitentiary or both, but the magistrate took into account his ignorance of the law and allowed him to go with \$5 and costs and a warning.

The Toronto Press Club held its election of officers for 1917 last month, with results as follows: G. H. K. Mitford, editor *Sunday World*, president; T. B. Costain, editor, *MacLean's Magazine*, vice-president; Hew Trill, the *World*, secretary; William Logan, the *News*, treasurer; A. W. Anderson, the *Globe*, and John K. Munro, the *Telegram*, auditors, and Mark Matthews, the *News*; Leo M. Devaney, the *Star*; A. H. Chambers, the *Telegram*; J. Pritchard, the *Globe*; W. A. Wallis, the *Mail and Empire*; Harry Johnston, the *World*; H. H. Black, *Dry Goods Review*; Geo. D. Davis, *Hardware and Metal*; Joe Hay, C. N.E. Annual, grand councillors.

QUEBEC

B. A. MacNab has withdrawn from the editorship of the *Montreal Daily Mail* and the *Montreal Evening News*.

The Abbe J. A. D'Amours, Doctor of Theology, and of Canon Law, is, and will remain, editor-in-chief of *L'Action Catholique*, Quebec, Canada.

A. G. Racey, cartoonist of the *Montreal Star*, has been giving a series of lectures in Ontario in which his cartoons, projected by lanterns, have been the feature.

Horace Davis, advertising manager of *Montreal Standard* since the publication of its first issue, twelve years ago, and vice-president of the Standard Publishing Company, recently resigned to become associated with the *Montreal Mail and News*, in special promotion work.

Edmond Montet, for the past ten years office manager of the Canadian Advertising Agency, recently sold his interests in the company, in order to devote his entire time to civic organizations. Mr. Montet is the secretary of the Montreal Citizens' Committee—the editor of the French edition of the *Forerunner*, and has been prominent in the organization of Montreal's yearly "clean-up" campaign.

Mayor Martin, of Montreal, has signed the contract which gives the printing of the *Municipal Bulletin* to A. P. Pigeon. At a previous meeting of the Council when the contract was approved, the Mayor threatened to veto it, for various technical reasons, the most apparent being that his Worship had been bound without gloves in *Le Bulletin*, a French weekly, published by the same A. P. Pigeon. In signing the contract, the Mayor put aside his grudge against Mr. Pigeon, but he did not forget, as he immediately afterwards instructed his lawyers to enter action for \$25,000 against the publisher of *Le Bulletin* for alleged libel. Mayor Martin has also instructed his lawyers in Ottawa to take action against the *Ottawa Evening Journal* for an article which appeared in that paper, and which, he claims, constitutes a libel, and is damaging to his character. The action is taken in Hull, in the Province of Quebec, as the Mayor claims that the paper has a large circulation there, and is read by a large number of French-Canadians.

MARITIME PROVINCES

Mr. Robb, of the *Halifax Herald*, visited Ottawa last month.

The printing trade generally is considered good in Nova Scotia.

Both dailies of Moncton, N.B., report the holiday business very good.

A newspaper is soon to make its appearance in Bathurst, New Brunswick.

Dan MacKinnon, Sydney, has recently added considerable new material to his job plant.

R. A. Phillips and George H. Scriven, have opened a job office, under the name of Lino-print, Ltd., Halifax.

Many country offices in Nova Scotia complain greatly of the difficulty in securing compositors and pressmen.

Lieut. Horatio C. Crowell, formerly of the *Halifax Chronicle*, has left London for the front with a draft for the Princess Patricia's.

I. C. Stewart, of the *Maritime Merchant*, Halifax, did not publish the spring number of the *Maritime Merchant* as usual this year because of war conditions.

J. Leonard McGregor, Maritime Representative of J. C. Wilson & Co., paper bag manufacturers and printers of Montreal, who has been in New York for some time, has recovered.

J. W. D. Stearns, of the *Annapolis Spectator*, was in Halifax last month. Mr. Stearns has made great improvements to the *Spectator* since taking charge, and nearly doubled its advertising patronage.

J. T. Sheriff, who has been manager of E. B. Eddy Co., Halifax Branch, has gone to Head Office at Hull, to resume a responsible position. Mr. Kane, who has been city traveller for this firm for some time, is acting manager.

Eric Reginald Dennis, son of Senator Dennis, has been awarded the Military Cross for heroism on the field of battle. At the outbreak of war Lieut. Dennis was a member of the staff of the *Halifax Herald* and the *Evening Mail*.

Captain C. O. Smith, a well-known newspaper man of Fort William, Ont., and formerly editor of the *Times Journal* of that city, has been assigned to St. John, N.B., as recruiting officer for the 257th Construction Battalion.

Pte. John LeCain, of the 1st Canadian Field Ambulance, who has been home on furlough after seventeen months at the front, has returned to rejoin his unit. Before enlisting he was a member of the mailing room staff of the *St. John Standard*.

S. L. Lynott, editor of the *Carleton Sentinel*, Woodstock, N.B., has been notified that his son, James, has been seriously wounded. The young man enlisted in a New Brunswick infantry battalion the day he was eighteen years of age and has been in the trenches for nine months.

Mrs. E. M. Cullen is suing several Canadian newspapers for damages, charging them with having published in February, 1912, a despatch from Montreal in relation to the Russell-Pinkerton trial, which despatch in its mention of the plaintiff, was, she alleged, defamatory and libellous. The papers in question are the *St. John Globe*, *Moncton Times*, *St. John Telegraph*, *Halifax Herald*, *St. John Standard*, and the *Toronto Mail and Empire*.

Lieut. Willard G. McGinley, formerly of the editorial staff of the *St. John Standard*, is now in a London hospital recovering from the effects of an experience at the front in which he had an almost miraculous escape from death. He was in a dugout in the front line trenches when it was hit by a high explosive shell. Two other officers, two signallers and his batman were instantly killed and Lieut. McGinley was buried for twenty-four hours. When he was rescued he was almost completely exhausted and as a result of the exposure rheumatism and lumbago set in.

Lieut.-Colonel J. D. Taylor, managing director of the *British Columbian*, the *New Westminster*, B.C., daily, arrived in St. John recently on his return from England. He is a member of Parliament for New Westminster, and returned to attend the session at Ottawa, after a visit to his home. He went overseas as commanding officer of the 131st B. C. Battalion, and it is a tribute to his efficiency that his unit was found to be so well

Dear Sir:—

We would like to know if you have the sale of the stock of the Anglo-Canadian Type & Machine Co. If so, there might be some goods in it we would buy, if we could get prices and terms to suit us.

Yours truly,

.....

This Letter was received last week from a prominent printing establishment in Ontario.

Do you know, Printer-Publishers, that the Anglo-Canadian Type & Machinery Co., have made an assignment to me?

And the Creditors have directed me to sell the stock.

The party who wrote the above letter is evidently looking for bargains, and surely we must have some for YOU.

IF you cannot personally visit us at our warehouse at 96 Spadina Ave., send us a list of your requirements.

Probably we can save you some money.

William Ross, Assignee
96 Spadina Ave.
Toronto

trained that the entire battalion was sent forward to France in reinforcement drafts ten days after their arrival in England. Colonel Taylor is an ardent advocate of universal military service and returns with his convictions on this subject strengthened.

At a time when the tendency of subscription prices is strongly upwards and most of the weeklies are adding a half dollar to their prices, the *Carleton Observer*, of Hartland, N.B., announces a reduction. The publisher, in the issue of January 18, puts into effect a subscription scale of seventy-five cents per year and \$1.50 for all arrears, with the promise that arrears will be collected. The announcement says that this is made possible by effecting greater economies in the business methods of the paper, economy in the use of white paper, doing away with "leads" in reading matter and setting it solid. He estimates the cost of production at three cents a copy, asks his subscribers to pay only one-half that amount and says he will look to his advertisers for the balance of cost and his profits.

Charles C. Blackadar, who has been appointed a director of the Royal Bank of Canada, to succeed the late Hon. David McKeen, is the proprietor of the *Acadian Record*, a Halifax newspaper, which was founded in 1813. He was one of the prominent members of the Board of the old Merchants' Bank, of Halifax, which was absorbed by the Royal Bank and was a director of the Union Bank of Halifax, from 1872 until it was amalgamated with the Royal. He is actively identified with many of the leading financial and industrial concerns in Halifax and takes a deep interest in various philanthropic and other public institutions. While the Liberal party was in power he refused the offer of a senatorship and of the office of Lieutenant-Governor of the province. For more than half a century he has been actively engaged in newspaper work. His personal independence and fearlessness in the expression of his opinions is reflected in his newspaper.

James D. McKenna, editor and publisher of the *Kings County Record*, has been elected Mayor of the town of Sussex, after a hot three-cornered fight, in which he was opposed by G. Hazen Adair, a prominent young barrister, and Seth Jones, an official of the Provincial Government. Since the war began Mr. McKenna has acted as recruiting officer for the county of Kings, but has refused to accept the salary which usually accompanies the office; he also has refused to avail himself of the opportunity the office gives to wear a captain's uniform. He has devoted much of his time to recruiting work and the large number of men enlisted in the county is the best evidence of the success of his work. Recently he has carried on a vigorous campaign against the employment in staff and home defence offices of men who have not volunteered for overseas services, urging that these positions should be given to returned wounded officers. Since he undertook this campaign several changes of the nature he has advocated have been made.

NEWFOUNDLAND

The Hon. P. C. McGrath, of Newfoundland, is dangerously ill.

Mr. Joy, of the St. John's *Evening Herald* staff, who was on a visit to Canada, returned home the latter part of December.

The St. John's *Mail and Advocate*, the organ of the Fishermen's Union, is now being published both as a morning and an evening paper.

J. W. Herder, proprietor of the *Evening Telegram*, of St. John's, was confined to his home through illness the latter part of December.

Mr. Parsons, circulation manager on the *Daily Star*, has been making a tour of the South Coast of Newfoundland in the interests of his paper.

Ernest Goodland has left the mechanical department of the *Daily Star* and taken over the interests held by his father (deceased) of Gray & Goodland, of St. John's.

Editor Russell, of the *Bay Roberts Guardian*, was confined to his home during the second week of January through a severe attack of illness. He has since recovered and resumed duties on his paper.

Cathedral Messenger is the name of a late publication. It made its bow to the public on the 13th of January, and is published in connection with the Cathedral Parish of the Church of England in St. John's.

H. A. Herder, of the *Telegram*, was married on January 11 to Miss Mollie Carter, of St. John's. The party proceeded to Holyrood to spend the honeymoon. The wedding took place at St. Thomas's (Anglican) Church.

The Women's Patriotic Association of Newfoundland has published a magazine called the *Distaff*. Miss Mabel W. LeMessurier is editor. It is printed at the *Royal Gazette* office. The *Distaff* is sold in aid of the Red Cross branch of the W.P.A.

An interesting case was heard in the Magistrate's Court at St. John's in December. The plaintiff to the suit sued the defendant (editor and publisher of a magazine called the *Cadet*) for \$180 account of services in writing editorials and other articles. Judgment was given for plaintiff for \$80.

The showing of foreign or national advertising offering continues good, and of late some good contracts have been signed up. One chewing gum concern whose advertising is being handled by a Chicago agency, is placing advertising contracts covering a period of two years. Local advertising is also holding firm and business people generally, even the smaller ones, have come to realize that to make their business endeavors a success they must advertise.

The newspapers of Newfoundland received a "Christmas box" from the Anglo-Newfoundland Development Co., operators of the big Northcliffe paper mills at Grand Falls, Nfld., in the shape of a notice that newsprint would be supplied to papers in the Colony at pre-war prices together with a refund of any advances already paid. This is certainly a boon to the publishers of Newfoundland at this time when newsprint is quoted in the American market at over 7 cents a pound.

The closing days of the old year saw the initiation into the Fourth Estate in Newfoundland of another new hand, and yet not altogether new. Alexander Mews in December assumed editorial duties on the St. John's *Mail and Advocate*. Mr. Mews makes the third new editor to the Press of St. John's during the year just closed, the others being Mr. H. A. Winter, to the *Evening Telegram*, and J. S. Currie to the *Daily News*. Mr. Mews has had considerable literary experience and has proven himself to be a talented writer.



The Dead

Wm. H. Hughes, editor of the *Michigan Catholic*, of Detroit, and well-known to many people in Canada, is dead at his home in that city.

Luther D. Bradley, for many years cartoonist for the Chicago *Daily News*, is dead in Chicago. Mr. Bradley's political and war cartoons attracted international attention.

Rev. William Wye Smith, aged 90, retired Congregational minister and former editor of the *Owen Sound Times*, *Canadian Independent* and *Sunday School Dial*, is dead at Burford, Ont. He was a native of Jedburgh, Scotland.

Albert E. Stovel, secretary-treasurer of the Elias Rogers Co., is dead. He is one of the Stovel Brothers of Winnipeg, and was referred to at length in Harry C. Stovel's reminiscences, which appeared last year in *PRINTER AND PUBLISHER*.

Arthur Tremblay is dead at Quebec, Mr. Tremblay was employed in the office of the *Quebec Telegraph* for twenty-five years. He began as a lad and worked his way up to be the newspaper pressman, in which position he showed considerable mechanical ability.

News was received that Gordon Marshall, only son of T. M. Marshall, of the *Weyburn Review*, was killed in action on December 19th, during a night raid on the German positions. Prior to enlisting he had spent some time as linotype operator on the staff of the *Review*.

Charles H. Wheeler, for more than 25 years the musical and dramatic critic of the *Winnipeg Tribune*, is dead. Mr. Wheeler had reached the advanced age of 78 years. Mr. Wheeler was an accomplished critic of the old

school, and was conservative and conscientious in his judgments. By profession he was an architect, but, although as such he gained more than local distinction, he retired from the active exercise of his profession some years ago.

George E. Croscup, author and publisher, is dead at his home, Mount Vernon, N.Y. He was born at Greenville Ferry, N.B., and for five years was Principal of the Normal School at Fredericton, N.B. Thirty-five years ago he went to New York, where he entered the publishing business, becoming identified with the firm of Croscup & Sterling, book publishers. During the past twenty years he devoted his time principally to writing books. Among his works are: "History of the United States," "Life of Christ," "History of the Romans," and "History of Canada." The latter is used as a textbook in the High Schools of Canada.

Charles Gruber Pollard is dead at Yarmouth, N.S. Mr. Pollard went to Yarmouth about 1874 (being then only 12 years old) with his parents from Windsor, N.S., in which town he was born on Oct. 28th, 1862. He entered the *Herald* office as an apprentice in 1876, and remained continuously up to the time of his death—a period of over 40 years—over 30 of which he was the efficient and beloved foreman. The deceased was always a student of printing and early began studying books relating to fine art job work. He took great pleasure in putting his ideas into execution, and thus became an expert in his calling. Samples of his work have won the plaudits of connoisseurs in the art all over the American continent and have been most favorably commented upon by printers' journals.



General

The *Cologne Gazette* says no fewer than 1,430 German newspapers and periodicals are no longer able to appear.

The *Edinburgh Scotsman* celebrated its centenary last month. In the first number of the paper a message from New York announced the election of President Monroe.

It is proposed to establish in London a daily newspaper for the benefit of the Canadians serving in England and France. The war records office would be responsible for its production.

The Canadian Government has under consideration improvements in the charter of news services and records from the front regarding the work of the Canadian forces. It is likely that an officer with the rank and pay of Major will be appointed with two assistants to attend to the collection and preparation of news and war records.



Printerdom

At a meeting of the Regina Typographical Union a resolution was passed that "we do hereby express ourselves as favorable to the signing of the national registration cards."

The members of the Medicine Hat Typographical Union decided voluntarily to devote two per cent. of their earnings to the Patriotic Fund, in aid of dependents of citizens who are serving with the overseas forces. They also got out at election time and the Mayor-elect stands pledged to see that the Union Label appears hereafter upon the civic printing.

Over 200 local printers "pied" a Queen's Hotel menu and fixings at a dinner in Montreal last month. The occasion was the fiftieth anniversary of the founding of Montreal Typographical Union, No. 176. Among the guests were H. S. Ross, K.C.; R. S. White, Travis Tod, Thomas Aulry, J. S. Brierly, Geo. Stewart, Joseph Gauthier, president of Union No. 145; T. J. Finn, and Controller Ross, representing Mayor Martin.

Halifax, N.S., typos are agitating the question of a permanent meeting hall and reading hall, where they may drop in now and again and while away a social hour. The idea is taking hold, and it is almost a certainty that in the very near future the local will have a



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And lower your type bills, and cost of production in each Department. The use of soft type is poor economy. The first cost of soft type may be a trifle less—but the *final cost is the Actual Cost.*

The Alloy used in Stephenson, Blake & Co. type had made it famous. It has that re-sisting quality that will keep it in excellent condition for years.

Accuracy. It is made accurately to the American Point System and in every modern type face.

Send To-day for Specimen Sheets.

Stephenson, Blake & Company

C. H. Creighton, *Manager*

60 Front Street West, Toronto



FOR THE LINOTYPE MACHINE
—KNOWN—
FROM COAST TO COAST

We Manufacture Special Grades of

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MONOLINE
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WRITE FOR PRICES

The Canada Metal Co., Ltd.

Toronto, Hamilton, Montreal, Winnipeg, Vancouver

headquarters that will fill a longfelt want. Business in the trade is very active, all job shops are working to full capacity, while the newspapers have had a splendid run of advertising of late.

International Typographical Union, No. 191, of Winnipeg, comprising all printers in newspaper and job printing offices in that city, unanimously passed a resolution favoring national service, and requested its members to fill in the cards. At the same time a resolution was unanimously adopted censuring one of its members for the action he had taken in publicly opposing the national service scheme, which was declared to be against the interests of the Union.

St. John Typographical Union, No. 85, held their annual meeting on January 6, and elected and installed officers as follows: President, George T. McCafferty; vice-president, Stanley Fitzpatrick; secretary-treasurer, Herman T. Campbell; sergeant-at-arms, Richard W. Lawton; trustees, George Maxwell, William D. Essington, John Longon; I.T.U. audit committee, F. Stubbs, Alphonse Keller, F. C. Fisher; executive committee, Bayard Stilwell, John Thompson, John Longon, Edward L. Sage, Alfred Gillen, Herman T. Campbell; allied trade label delegates, F. Stubbs, F. Morrissey, John Standing; local audit committee, Frank Magee, John H. Baizley, Henry McEachern; room committee, D. Thompson, W. D. Essington; apprentice committee, George Maxwell, W. C. Merrill; label committee, William Henneberry, E. H. Toole, Henry McEachern; hall committee, E. L. Sage, E. H. Toole, F. Morrissey; sanitary committee, E. L. Sage, G. T. McCafferty, F. W. Stanton; recording secretary, F. W. Stanton.

NOTES FROM U. T. AND F. C. A.

The January meeting of the officers and Executive Council of the United Typothetae and Franklin Clubs of America, was held at National Headquarters in Chicago, January 19th and 20th.

R. C. Jappe, cost accountant, United Typothetae and Franklin Clubs of America, is rapidly progressing with the installation of cost system in the plants of many of the Kansas City members.

Eastern Representative C. A. Pearson, of the United Typothetae and Franklin Clubs of America, is meeting with much success on the organization's three year Plan of Activity, which he is presenting to the Allied Industries in the Eastern States.

Secretary Jos. A. Borden, of the United Typothetae and Franklin Clubs of America, addressed the printers of St. Paul and Minneapolis, about the middle of January. The printers' supply men also heard Mr. Borden tell of the co-operative plan of activity of the National Organization, at separate meetings in the two cities.

Cost Accountant T. W. McGlaughlin, of the United Typothetae and Franklin Clubs of America, is assisting the printers of Duluth, Minn., in installing the Standard Cost System in their plants. In one of the plants of the members of the National Organization, he is doing advanced cost work in connection with the firm's accounting.

The Estimating Department, at Headquarters' United Typothetae and Franklin Clubs of America, has been rendering a valuable aid to many of its members, in that its estimates, in numerous cases help decide disputes that arise between customers and printers, where it is charged that the price is too high. These estimates coming from the National office, help the member adjust the difficulties that might otherwise tend to destroy the customer's confidence, in the face of ruinous competitors. This feature of service is well worth investigation by non-members of the organization.



New Labor Scale

A NEW labor scale has been negotiated in St. Thomas by which compositors will receive \$14 for 1917; \$15 for 1918; and \$16 for 1919; and linotype operators \$16 for 1917; \$17 for 1918, and \$18 for 1919.

E. F. Slack on Publishing in Canada

E. F. SLACK, managing director of the *Montreal Gazette*, says the sharp advance in the price of newspapers affords the only possible solution of the demoralized conditions which have been developing throughout the Dominion's newspaperdom for many years, as a result of which he has estimated that all the Canadian daily newspapers combined last year earned a net profit of less than a million dollars or not much more than one newspaper of Sydney, Australia, earned in the same period.

Mr. Slack, in a recent bulletin of the American Newspaper Association, explains the situation as follows:—

"Paper has been so cheap in the past that we have thrown it away. Circulation and advertising have also been so cheap that they have been wasted scandalously. There is no reason why a newspaper should sell for 1 cent. We reduced the price of ours from 3 cents to 2 cents—all the other Montreal papers are 1 cent—and we made a mistake.

DIVISION OF COSTS

"Assuming that the subscribers should pay one-third of the cost of producing the newspaper, and its advertisers the other two-thirds, it is not easy, nor does it seem fair, to go to the latter and insist that they should pay the full increase in the cost of paper; but if a 1-cent newspaper raised its price to 2 cents, it could then go to the advertisers and say: 'Our price to the reader has been doubled and any loss in circulation that may result would be immaterial as to its effect upon the value of our advertising space, therefore you should help us share the increased cost of paper.'

THE BIG ONE-CENT DAILIES SUFFER MOST

"The newspapers most seriously affected by the high cost of paper are the big ones, and I cannot see how they can continue losing money very long before they must decide to raise their prices to the reader.

"The *Montreal Star* and *Toronto Star*, for illustration, are 1-cent newspapers, with 100,000 or more circulation each, and their advertising rates are much below the average of American newspapers having equal circulation and giving extensive news service.

"A newspaper with 100,000 circulation presumably should get at least 15 cents an agate line for its advertising, but there are cases in Canada where less than half that amount is charged; also cases where \$3 a year newspapers can be had for \$2, and even as low as \$1. These are the newspapers particularly at fault in creating and continuing a demoralized condition, and they should take the lead in remedying it. I think, indeed, they must.

TOO MANY NEWSPAPERS

"There are too many newspapers, and it would do no particular harm if some of them were to go out of existence. This is a minor consideration, however. The essential thing to do is to get the newspaper business on a proper business basis. We are paying 3 cents a pound for paper, as compared with 3.10 cents paid in the United States. Some publishers are figuring enormous profits in the pulp and paper industry, but I don't think they

have figured fully the high cost of labor and of sulphite to the mills.

The Paper Situation

"I don't want to see the industry get an undue profit, nor do I think it is likely to, certainly not for any extended period, as this product is affected by the same influences of supply and demand as other commodities.

"I do not believe there is any close combination between the Canadian and American producers, although doubtless they have a pretty good understanding as to prices. Stocks are low and there is a wild scramble all around for everything available. It is almost impossible to get some low grades except on repeat orders.

"The book and job people are relatively as badly off as the newspapers, except for one thing, namely, they do not work largely on contracts and can adjust their prices on each order to fit fluctuating costs.

"Illustrating the closeness of the paper situation, a French syndicate recently made an attractive offer for the plant of one Canadian mill. Two large American newspapers, hearing of it, insisted that as they had been good customers of this mill for many years, they were morally entitled to the privilege of making as good bids and receiving the preference, but the mill people decided their property was not in the market at any price."

Concerning Government Interference

Asked if he regarded at all seriously the agitation in some quarters for the newspapers, or legislation to check the exports of paper, Mr. Slack replied in the negative.

"We have overworked subsidies in Canada, and it is time that we made up our minds to help ourselves," he said. "The pulp and paper industry is one of our large ones, and it would be foolish and wrong to throttle it for the benefit of the Canadian consumers of this product, who take only one-sixth of the output, the bulk of which goes to the United States, although a good deal also goes to Australia and elsewhere.

"I understand the Australian newspapers are paying more than 6 cents a pound laid down for the paper, freight rates being very high. Shipments to Australia are made mostly from the Pacific Coast. The Australian newspapers make money because they are run as newspapers, not as political oracles or as advertising mediums, both of which functions they may perform, but not as their fundamental function. I understand that they discourage big display advertising. One Sydney publisher keeps \$1,000,000 worth of paper on hand.

"A better remedy for our problem would be to standardize the size of our newspapers. Multiplicity of their size involves more waste than even the newspaper men themselves realize."



British Papers Face Ruin

IF WHITE paper conditions are bad in the United States they are almost impossible in Great Britain. Up to last November the newspapers were permitted to use 66 per cent. of the quantity currently used by them in 1914. Publishers thought these conditions were pretty bad, but they were struggling along and doing the best they could when the Government notified them their paper allowance would be cut down five-sixths of 1916, which is equivalent to about 50 per cent. of the 1914 quantity. Recently there has been strong talk of making a still further cut to a 40 per cent. basis as compared with 1914.

The proposed drastic action led last month to a visit in force to the Prime Minister, when about forty newspaper proprietors, headed by Lord Burnham, of *The Telegraph*, made vigorous representations as to the necessity of newspapers to the public in war time, and the necessity of white paper to newspapers.

Even if the Government consents to preserving the present status, newspapers are faced with almost intolerable conditions. Government restrictions on paper and raw materials rising from the need of shipping tonnage for food and the munitions are aggravated by a growing scarcity of labor and other factors that make for high prices.



The Pony Whitlock will stand up under the hardest test and give the best press-room results—a real money-maker. Economical. The best pony in the pony class.

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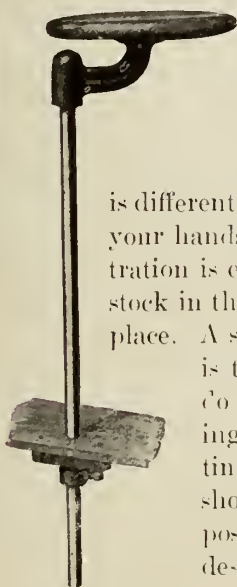
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*Send for
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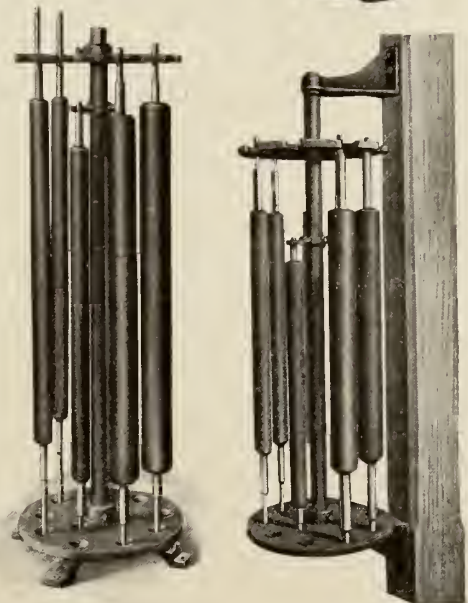
The Manton Adjustable Roller Rack

is different from other adjustable roller racks. You do not have to place your hands on the composition. The head shown in the smaller illustration is equipped with automatic spring action. Just place the roller stock in the bottom socket, a push of the arm and the roller is firmly in place. A slight pull releases the roller. Another feature of the Manton is that the base revolves on rollers. You do not have to walk round it when washing rollers. A feature that saves a lot of time and waste. Made in two styles as shown in illustration. May be attached to post out of the way, or located where you desire in the press-room.



**The
Manton
Press
Seat**

Built to meet a demand for a good reliable seat at a reasonable price. Quickly attached to any press. Price \$6.00.



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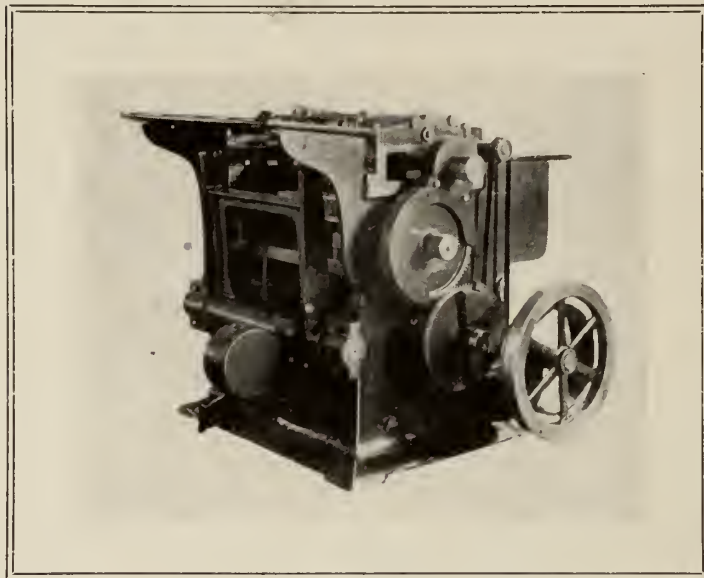
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Write for special printed circular

MANTON BROS.

105 Elizabeth St. : : : TORONTO

Don't Fool Yourself on the Feeding Question



Hand feed on the OSTERLIND is more productive than automatic feed on other presses in the handling of all-round, high-grade, general job printing. Hand feed at the standard variation of speed of from 2,200 to 4,200 is easy on the OSTERLIND.

The human element involved in the setting, adjustment, operation and care of the finicky mechanisms of automatic feeders on general job work causes so much loss of time and production that the advantages of the investment in an automatic feeder are generally non-existent. The OSTERLIND Press is so simple, substantial and direct in its operation that general job work, as a rule, can be put on and worked off the press by an ordinary Gordon pressman in less time than an expensive attendant will take to fiddle with and readjust an automatic feeder to start the work.

Think of it! More and better product than three job presses at the cost of operating one ordinary Gordon. Built in one size,—12 x 19 inches. Speed from 2,200 to 4,200 standard arrangement. Price and terms within the easy reach of every reliable job printer.

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MONTREAL

WINNIPEG

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The Omaha Hustler
is an investment, not
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Here is a simple, compact, serviceable, accurate and speedy *job folding machine* capable of folding practically all the small job work of a large print shop.

The Omaha Hustler is well constructed of iron and steel with feed table of solid oak. It has three speeds 2,000, 2,400 and 3,400 per hour. Special high speeds furnished if desired.

When you consider the time and labor-saving capabilities of this serviceable little folding machine you will admit that it is a profitable investment. Besides, it makes it possible to get jobs out when promised, improves the quality of the work and helps the printer to hold and expand his trade.

*Sold under our usual guarantee
of satisfaction or no sale. Ask
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Result\$

Results

Established 1882

The Beeton World
Simcoe County's Brightest Weekly
J. D. Cook, Proprietor

Young Men's Thursday

The
Canadian Mercantile Agency,
Ottawa, Ont.

Beeton, Ont., January 1, 1909

Dear Sirs,

Yours of the 6th inst. received, and I am putting it aside, when we say that we were surprised at the size of the report you sent us as a result of collections from the list of delinquents to revert your agency.

My predecessor in business strongly recommends me to send you this ref. He said that he had dealings with a number of collection agencies, both in Canada and the United States, and your agency produced better results than any one, and that your method of having returns promptly was very pleasing to him.

We fully expect to loan most of the subscribers in the delinquent list to you, but fail to notice any such results from your approval to persons who would not pay the slightest attention to notices repeated sent by us.

In future we shall continue to send you our delinquent lists, and in the event of collecting even more a new one.

Yours very truly,
J. D. Cook

Results

DEPARTMENT OF FINANCE, OTTAWA
OCTOBER 7th, 1916.

Results

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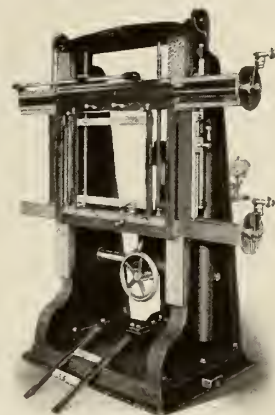
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136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,391	Dec. 19, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		



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Are offered for your consideration on their Productive Capacity and lasting qualities. Under the severe pressure necessary to crush the fibre of hard paper and have the ciphers print plainly, they make a good impression and on this basis they are the best value obtainable.

We have Models to suit all requirements from \$5 up

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Exclusively—
Cutting Machines

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OSWEGO MACHINE WORKS
OSWEGO, N. Y.

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Goss Printing Press Co., Chicago, Ill.
Hoe, R. & Co., 504-520 Grand St., New York.
New York Machinery Co., 60 Beekman St.,
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Kimble Electric Co., 635 N. Western Avenue,
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Stephenson, Blake & Co., 60 Front St. West,
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American Steel Chase Co., 27 Beekman St.,
New York.

SAW TRIMMERS

Miller Saw Trimmer Co., Point Building,
Pittsburg.

THE NEW ERA PRESS

A Multi-Process Printing, Punching, Perfor-
ating, Cutting and other operation ma-
chine. Manufactured by The Regina Co.,
Rahway, N.J., U.S.A.

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BAYARD & CO., Inc.
29 BROADWAY NEW YORK CITY

TIERING MACHINES

Economy Engineering Co., 429 S. Washtenaw
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TYPE FOUNDERS

Anglo-Canadian Type & Printing Machinery
Co., Ltd., Adelaide and Spadina, Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W.,
Toronto.

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St.,
Toronto.
Intertype Corporation, World Building, New
York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden
Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60
Front St. W., Toronto.

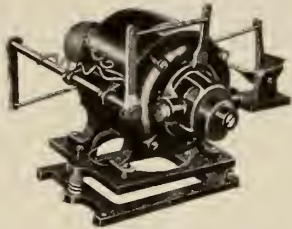
WASTE PAPER DEALERS.

The Levi's, 100-102 John St., Toronto.
E. Pullan, 20 Maud St., Toronto.

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Eastern Brass & Wood Type Co., 4th Ave. and
10th St., New York.

THE "KAZOO" MOTOR for Job Presses



Perfect variable speed control
with alternating current.

Write for our book on
Printing Press Motors.

R. P. WARNER ELECTRIC COMPANY
Kalamazoo, Michigan

PRINTERS' ROLLERS

This is a good time of the year for Country offices to have their rollers cast, as they will be well seasoned, and will last well into the summer months.

Winnipeg Printers Roller Works 175 McDermot Ave.
WINNIPEG

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING

Manufacturer of the Wing-Horton Mailer and its Supplies
GREENFIELD, MASSACHUSETTS

★ Why save on the stick and lose on the stone? ★

Inaccurate stick measures mean delay in the make-up or trouble in the press work.

THE STAR COMPOSING STICK

will save its cost many times every year. It's a guarantee of perfect accuracy and dependability, and it will be just as accurate after years of service.

Is there anything more costly than inaccuracy? Prove against it by using Star Composing sticks.

For Sale by Toronto Type Foundry Co.

The Star Tool Manufacturing Co.
SPRINGFIELD, OHIO, U.S.A. ★

We make a specialty of Electrotypes from Halftones.

Out of town orders promptly attended to.

The National Electrotypes and Stereotype Co., Ltd.

R. H. MILN, Manager
229 Richmond Street West TORONTO, ONTARIO

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TO THE TRADE

Engravers and Printers, Embossers, Etc.
197 Princess Street, Winnipeg

*Society Work
A Specialty*

Don't forget to write the advertisers and when you do, don't forget to mention Printer and Publisher.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VICE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Classified Advertising

PAPER-MACERATING MACHINE AND CARD LOCAL TICKET MACHINERY.

BLOMFELDT & RAPP CO., 108 N. Jefferson St., Chicago. Paper-macerating machine for destroying confidential papers, checks, and all kinds of stationery; paper can be used for packing.

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"A POCKET COMPANION FOR LINOTYPE operators and machinists." Price \$1. Address S. Sandison, 318 West Fifty-second street, New York City.

LEARN THE LINOTYPE—WRITE FOR particulars Canadian Linotype, 35 Lombard street, Toronto.

FOR SALE

POTTER NEWSPAPER PRESS AND Mentges folder. Both in first-class condition. Apply Box 553, Printer and Publisher. (2)

SIX COLUMN QUARTO POTTER drum, \$300; good newspaper and poster press; half sheet country Campbell, \$150; lot of type, cases, chases, sticks, etc. Send for booklet. Cliffe Press, Sault Ste. Marie. (2)

BARGAINS IN LINOTYPE MATRICES.

On account of recent changes in a large printing plant, users of Canadian Machines and English Matrices have the opportunity to buy perfectly good matrices (some never in use) at \$25.00 per font. Act quickly as this is a real bargain. Send for list of sizes. Box 552, Printer and Publisher, Toronto, Ont. (2)

HUMANA FEEDER FOR 10 x 15 C. P. Gordon, used less than two years, not suitable for our class of work, reasonable

price. Page Printing and Binding Co., Sherbrooke, Que.

FOR SALE OR TO EXCHANGE FOR Pony Cylinder—A Cottrell Drum Cylinder, bed 33 x 48 inches, thoroughly overhauled and in first-class working order. Apply Box 693, Halleybury, Ont.

BUSINESS CHANCES

WEEKLY NEWSPAPER AND JOB Office doing flourishing business in live Western Ontario incorporated village, will be rented for a term of years to pushing practical printer. Nearest opposition ten miles. Small capital required. Poor health reason for renting. Only experienced all-round printer need apply. Box 551, Printer and Publisher. (c2)

FORCED TO SELL ON ACCOUNT OF poor health—newspaper and job printing office in Southern Manitoba. Proposition includes office (frame building), plant (including 1 cylinder and 1 platen press), also new frame cottage, all on a 50-ft. lot. Price \$4,000, half cash. Apply Herald, Miami, Man.

DO YOU WANT
ECONOMY

In Your Pressroom?



Supply Quality Printing
Inks and Rollers—they are
time and trouble savers.

Mail Your Orders.

CANADA PRINTING INK CO., LIMITED

15 DUNCAN STREET, TORONTO

THE MINISTER OF FINANCE
REQUESTS
THE PEOPLE OF CANADA TO
BEGIN NOW
TO SAVE MONEY FOR THE
NEXT WAR LOAN

JAN. 9, 1917

DEPARTMENT OF FINANCE
OTTAWA



THE MACHINE THAT LASTS

Linotypes in Carload Lots For Peterson Linotyping Co.

REALIZING that future growth and maximum profits during 1917 depend on modern composing-room equipment, the Peterson Linotyping Co. of Chicago has just installed its first carload shipment of Model 18 Linotypes.

This shipment is the initial delivery on an order for nineteen Multiple Magazine Linotypes — fourteen Model 18, one Model 16, one Model 17, one Model 14, and two Model 8—the largest single order for composing machines ever placed by a trade-composition plant.

The Peterson Linotyping Co. started with two Linotypes and to-day is a world leader in the trade-composition field.

Multiple Magazine Linotypes will prove business-builders in *your* composing-room. They will effect savings in time, labor and money that you cannot afford to overlook.

Send to-day for "VISIBLE PROOF," a broadside filled with interesting facts about the Linotype.

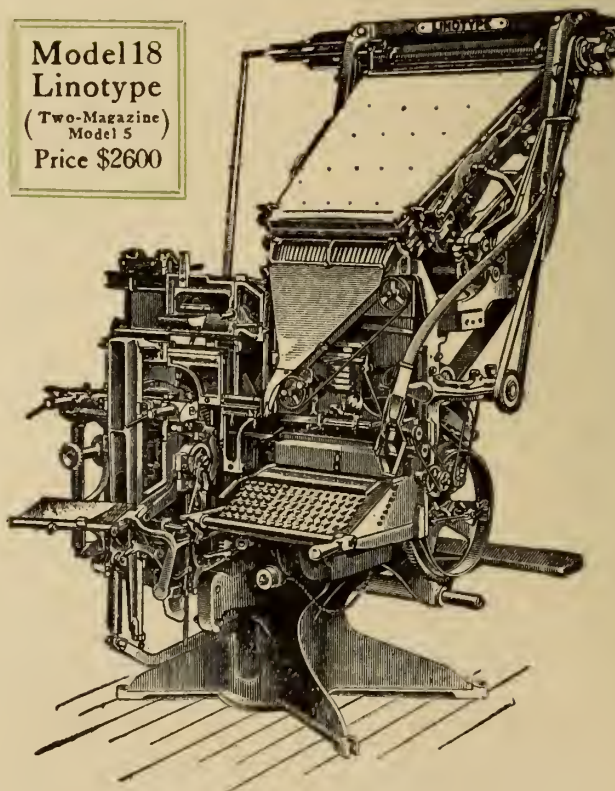
**CANADIAN
LINOTYPE, LIMITED**

35 LOMBARD STREET, TORONTO

**MERGENTHALER
LINOTYPE COMPANY**

NEW YORK - - - - - Tribune Building
CHICAGO - - - - - 1100 S. Wabash Avenue
SAN FRANCISCO - - - - 646 Sacramento Street
NEW ORLEANS - - - - - 549 Baronne Street

Model 18
Linotype
(Two-Magazine
Model 5)
Price \$2600



Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

March, 1917

The MacLean Publishing Company, Limited

Toronto : Montreal : Winnipeg

We're specialists in



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

“Used in Canada wherever Good Printing is done”

The Dominion Printing Ink and Color Company, Ltd.

128-130 PEARS' AVENUE - - TORONTO, CANADA

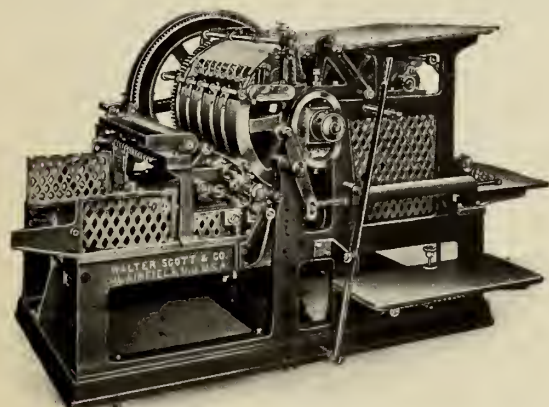
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John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited
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The SCOTT

HIGH-SPEED DRUM CYLINDER PRESS



has been in use by some concerns for many years and the users admit it is the little money-maker. It is simple, easy to handle, requires no expert in order to operate, as any job pressman can run it.

3500 An Hour

and even faster the press runs. The only limit is the ability of feeder to put sheets down to guides in time.

Sizes and Speed

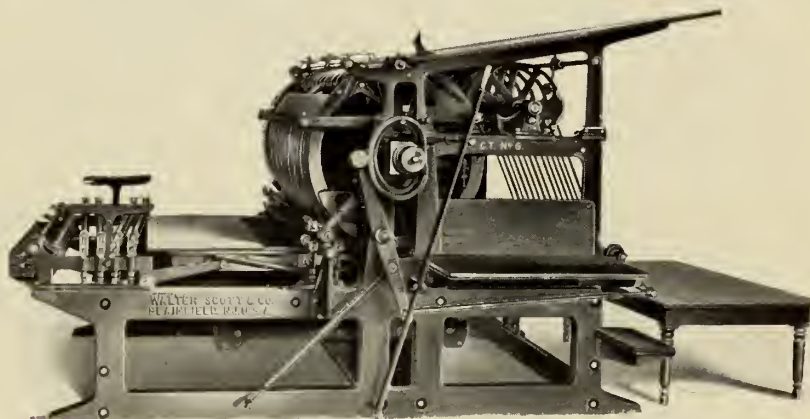
The No. 2 Press, bed $21\frac{1}{2} \times 25$ ", speed thirty-six hundred per hour; No. 3, bed $24\frac{1}{2} \times 29$ ", speed thirty-two hundred per hour; No. 4, bed $27\frac{1}{2} \times 36$ ", speed twenty-eight hundred and fifty per hour

The SCOTT

DRUM CYLINDER PRESS With Table Distribution and Tapeless Delivery

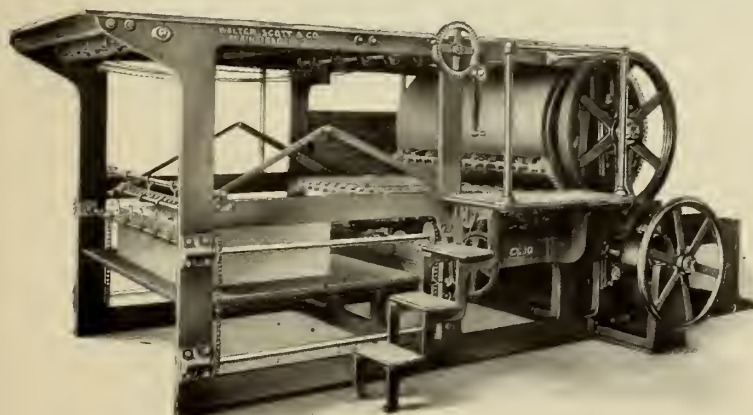
This press not only will print your paper in a satisfactory manner, but will also execute the finest job printing.

Built in two sizes. The No. 6 press prints a six column quarto newspaper and No. 7 size prints a seven column newspaper.



The SCOTT

CUTTING AND CREASING PRESS With Reciprocating Delivery



The machine shown herewith has been specially designed to meet the requirements of paper box manufacturers and is constructed to do the most difficult jobs in a proper and reliable manner. This machine is of substantial construction, the bed being supported at the proper points by wide steel-shod tracks to produce an unyielding impression.

Sizes

4 Bed	-	-	30 x 36
6 Bed	-	-	40 x 47
10 Bed	-	-	48 x 69

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NEW YORK OFFICE:
1457 Broadway.

DAVID J. SCOTT, General Manager

CHICAGO OFFICE:
Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: WALTSCOTT, NEW YORK

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"RED SEAL" COATED BOOK

has led the way for a
Quarter of a Century

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JOHN MARTIN PAPER CO., LTD.
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TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE
FUNDS REQUIRING INVESTMENT
MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500, OR ANY MULTIPLE THEREOF

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

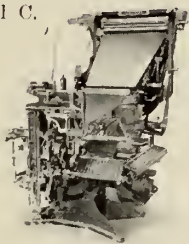
Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA
OCTOBER 7th, 1916.

Model C.

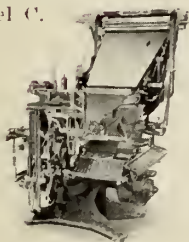


E. Lawrence Fell

is a man who makes
haste slowly.

For three years Mr. Fell listened to suggestions about the renovation of his machine composition plant.

Model C.



What he heard of the Intertype aroused his interest, but that was about all.

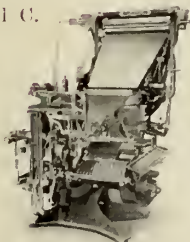
Then came our exhibit in Philadelphia of a

Model C Intertype.

Mr. Fell saw it. He seemed somewhat surprised and considerably impressed.

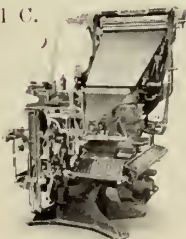
He called a conference of his practical men. We got the order.

Model C.



Four Model C Intertypes
are now running in the Franklin
Printing Company, Philadelphia,
replacing four Model 1's.

Model C.



INTERTYPE CORPORATION

TERMINAL BUILDING BROOKLYN, N.Y.

CANADIAN AGENTS:

MILLER & RICHARD

TORONTO
7 Jordan Street

WINNIPEG
123 Princess Street

*12 Magazines
All Perfectly
Interchangeable*

Announcing the Opening of **Monotype Keyboard Schools** **in Canada**

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World Building, 40 Richmond Street, West
Day and Evening Sessions



MONTREAL

Read Building, 35-45 Alexander Street
Day and Evening Sessions

As a convenience to the printers of Canada, the Monotype Company has established schools in Toronto and Montreal, where printers will be taught the correct method of operating the Monotype Keyboard and prepared to fill the big jobs being created in every section of Canada.

Nowhere is the Monotype more appreciated by employing printers—book, job, and newspaper—than in Canada, and the constantly increasing number of plants being installed has created an unprecedented demand for keyboard operators.

The Toronto Typographical Union No. 91, and the Montreal Typographical Unions Nos. 176 and 145, have coöperated in the establishment of these schools, which will be in session mornings, afternoons, and evenings. The morning and afternoon sessions will be open to any Union printer of Canada. The evening sessions will be confined to members of the Toronto and Montreal Unions exclusively.

This is a Real Opportunity
—the Tuition is FREE

Competent instructors are in attendance at every session, and students will be supplied with books of instruction while taking the course.

Special provision has been made for teaching French-speaking students at the Montreal School.



KEYBOARD DEPARTMENT THE BRYANT PRESS, Toronto, is an example of one of the many fine Monotype Departments in Canada. Good pay and ideal working conditions go hand-in-hand with the Monotype.

SEND TO EITHER SCHOOL FOR AN APPLICATION BLANK—TODAY

LANSTON MONOTYPE MACHINE COMPANY

TORONTO

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

The Latest Achievement

New Model Twentieth Century Low-Type Unit Press

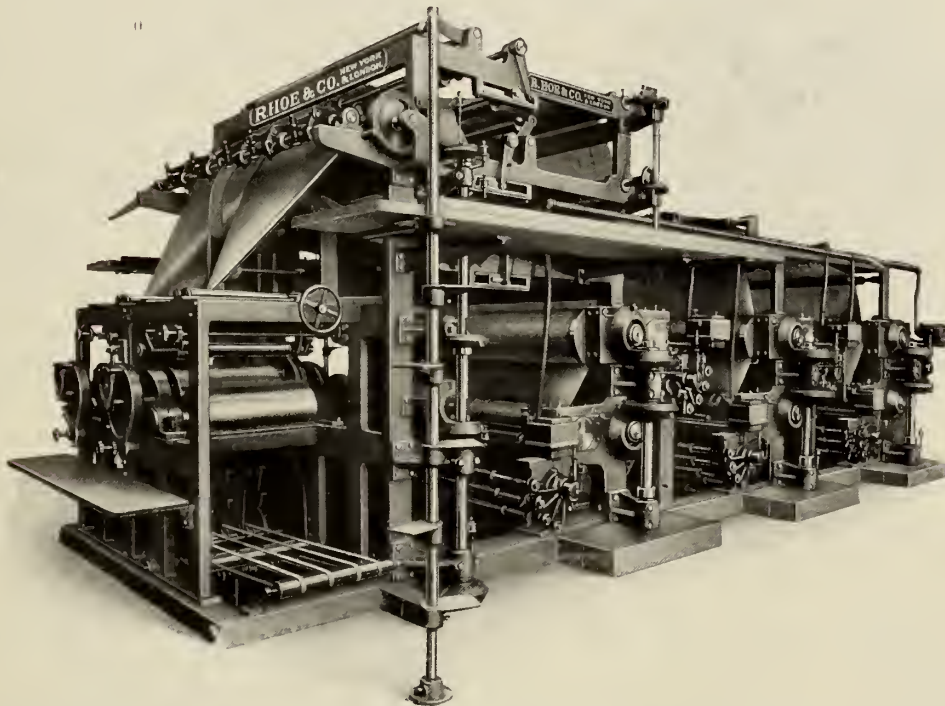
THE SPEEDIEST AND MOST EFFICIENT NEWSPAPER PRESS MADE

GUARANTEED RUNNING SPEED AS SEXTUPLE :

80,000 Twelve Pages, or 40,000 Twenty-four Pages, Per Hour

ACTUAL NET PRODUCTION, TAKEN FROM OPERATING RECORDS :

50,000 to 60,000 Twelve Pages, or 25,000 to 30,000 Twenty-four Pages,
Per Hour, all well printed papers.



Two Sextuples of this type are now used in printing The New York Times; five are in course of construction for The New York Sun, and four for The Philadelphia Public Ledger.

NEW AND DISTINCTIVE FEATURES:

Improved Ink Distribution and Patented Ink Pumps, Doing Away with Ink Fountains and Ductor Rollers; New Design Plate and Impression Cylinders with Special Beatings, Reducing operating Power to the minimum; Cylinder and Main Gearing of New and Special Construction; Independent Vertical Driving Shafts for Each Printing Unit; Improved Folding Mechanism and Folder Drive; all parts readily accessible from floor; Extra Heavy and Rigid Construction throughout.

NET PRODUCTION IS WHAT COUNTS.
HOE PRESSES GIVE THE MAXIMUM.

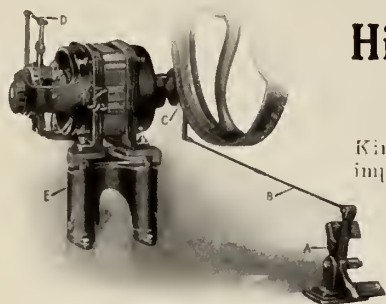
R. HOE & CO.

504-520 GRAND STREET

NEW YORK,

544-546 South Clark Street, Chicago, Ill.
7 Water Street, Boston, Mass.

120 St. James Street, Montreal, Can.
109-112 Borough Road, London, S.E., Eng.



High Cost of Paper, Ink and all other Supplies Compels Economy in Power and Labor.

Kimble Variable Speed A C Printing Press Motors enable you to secure more impressions per press (and per man) per hour, than you can secure from general purpose motors using alternating current electricity.

This is the experience of several thousand printers who have been using Kimble Motors for from one to twelve years.

We give higher effective speeds, and also lower effective speeds. We insure greater economy of power, because the amount of electricity consumed is proportionate to speed of operation. When you cut down to half speed, you cut your current bill in two as compared with all ordinary A C motors.

Instant and absolute control of speed by the feeder gives him a confidence that leads him unconsciously to "speed up," and it reduces the use of the throw-off amazingly.

Kimble Printing Press Motors are built to two principal styles—one for job presses, another for Ponies and Cylinders. Send for our Bulletins on Power for Printers.

For full particulars address the agency nearest to you.

GREAT WEST ELECTRIC CO., Limited

(Formerly Mainer Electric Co., Limited)

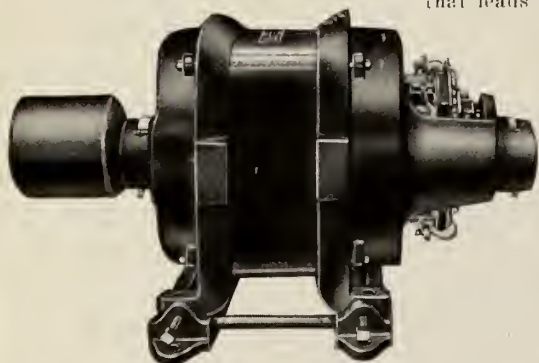
57 ALBERT STREET, WINNIPEG, MAN.

For all points West of Port Arthur and Fort William

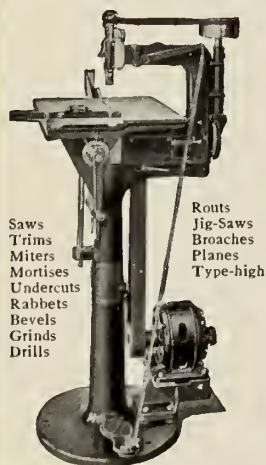
MASCO COMPANY, LIMITED

87 QUEEN STREET EAST, TORONTO, CANADA

For all points East of Port Arthur and Fort William



Quick action—slogan of all modern shops



Saws
Trims
Miter
Mortises
Undercuts
Rabbets
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Drills

Routs
Jig-Saws
Broaches
Planes
Type-high

No device enables your printers to get *quick action* quicker than a Miller Saw-Trimmer.

Quick-acting tables, quick-acting gauges, quick-acting vises, quick-acting cutting tools—ready for any operation in one minute or less.

If you are for *quick action*

*You will buy
the Miller
Saw-Trimmer*

the only machine that saws and trims in one operation. *Quick action* has turned many a profitless job into profit—are you for *quick action*?

Miller Saw-Trimmer Co.

Main Office and Factory:

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GOES Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

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GOES LITHOGRAPHING CO. CHICAGO.
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· SAMPLES ON REQUEST ·

BOOKBINDERS' SUPPLIES

LEATHERS—

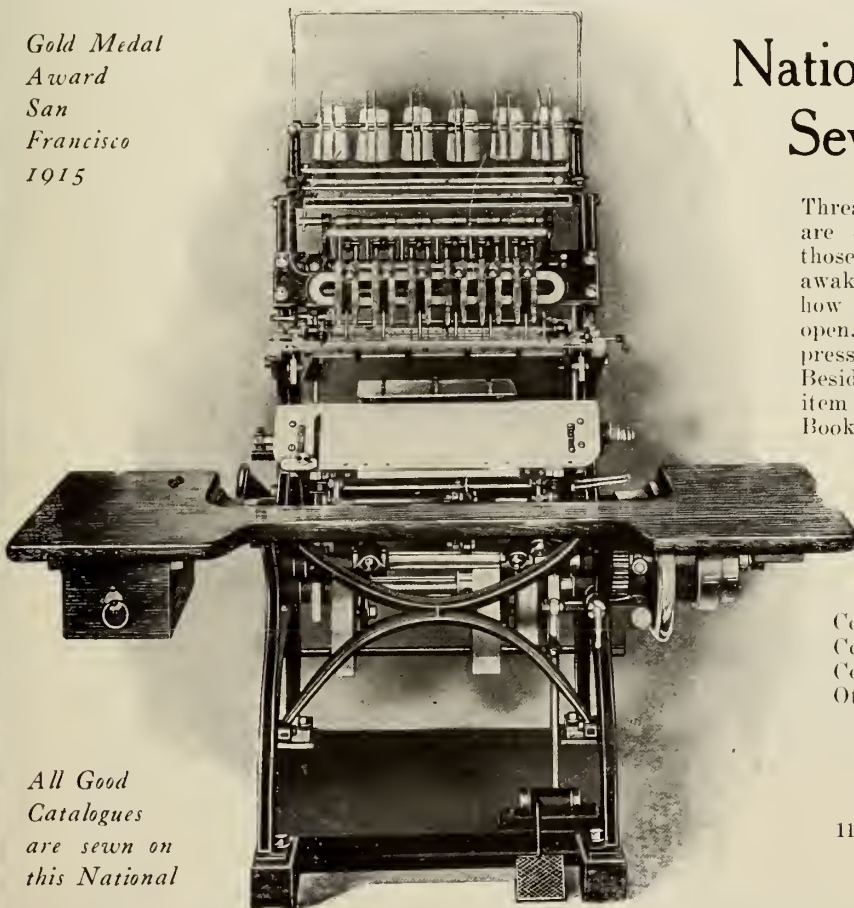
COWHIDE, Seal grain, Long grain, Bordered
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SEAL, MOROCCO, CALF, SHEEP, ROANS.

We are selling agents for *WINTERBOTTOM'S* English Book Cloths, *MUNRO* quality Millboards, *SIMCOE* quality Pasted Boards, *HAYES'* Sewing Thread, Bronico, Stamping Leaf, Oriental Tissue, Diamond Leaf.

BROWN BROS., LIMITED

SIMCOE AND PEARL STREETS, TORONTO

Gold Medal
Award
San
Francisco
1915



All Good
Catalogues
are sewn on
this National

National Thread Book Sewing Machines

Thread-Stitched Catalogues and Booklets are different—very much different—to those stitched otherwise. The wide-awake manufacturer instantly notices how easily thread-stitched catalogues open. He does not have to twist and press and turn to read the inside pages. Besides, thread-stitching saves paper, an item these days. The National Thread Book Sewing Machine saves money, time, and brings business. Such successful Toronto concerns as The T. Eaton Co., Ltd., operate 6 in their bindery; T. H. Best Printing Co. 3; W. J. Gage Co. 3; Methodist Book Room 2; F. S. Thomas & Co. 2; Henderson Bros., Hunter Rose Co., Lumley & Hewitt, Blackhall & Co., Copp, Clark Co. and many in Ottawa, Montreal and Quebec.

H. J. LOGAN

SOLE AGENT

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Bookbinders,' Printers' and Box
Makers' Machinery



Now is a good time to
look up your wants

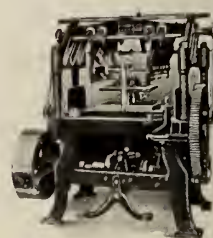


We can supply your needs and
assure you of satisfaction. Our line
comprises everything in

Paper Cutters, Perforators, Ruling
Machines, Embossing Machines,
Folding Machines, Feeding Machines



WE MAKE A SPECIALTY OF EQUIPPING
COMPLETE PLANTS.



The J. L. Morrison Co.
445-447 KING STREET WEST, TORONTO

Brass Rule Made to Order

Roller Composition and Casting

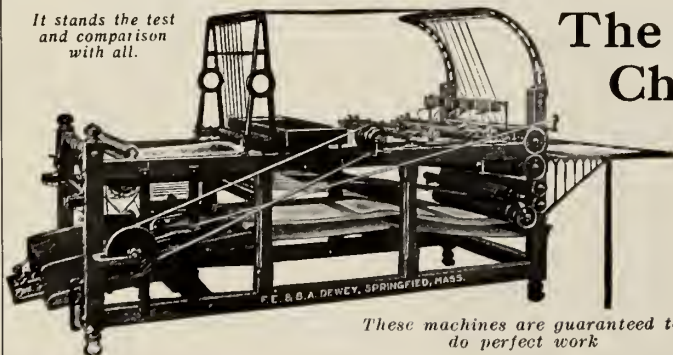
GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY
TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

*Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all
kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.*

*It stands the test
and comparison
with all.*



**The Dewey Ruling Machine
Challenges Comparison**

The Dewey ruler has won its high favor in the binding
business solely on merit. This machine meets every
requirement, as its builders have had long experience in
successfully satisfying the demands of the trade. The
Dewey ruler has a number of EXCLUSIVE features not
found in other makes. Be sure and investigate the Dewey
line when in the market for ruling machines.

First made in 1863

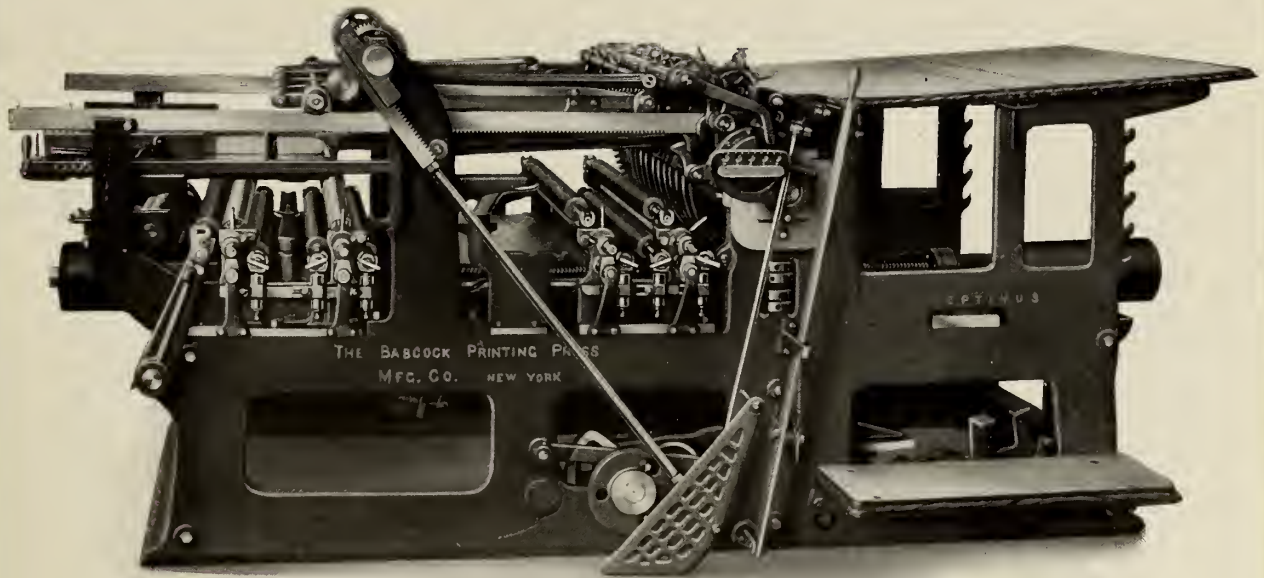
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Canadian Agents: Miller & Richard,
H. J. Logan and others.

*These machines are guaranteed to
do perfect work*



THE BABCOCK OPTIMUS

two- and three-roller, two-revolution PRESSES cover the field *efficiently* and *completely* for all classes of work which can be printed on a sheet 25" x 38" or smaller.

They are built in three sizes

THE No. 35 OPTIMUS, a two-roller press with diagonal table rollers, prints any size form up to 21" x 31" on a 23" x 34" sheet, at any speed up to 3,000 impressions per hour.

THE No. 41 OPTIMUS, a two-roller press with our spiral driven table rollers, prints any size form up to 23" x 37" on a 25" x 38" sheet, at any speed up to 2,800 impressions per hour.

THE No. 43 OPTIMUS, a three-roller press with our spiral driven table rollers, prints any size form up to 23" x 37" on a 25" x 38" sheet, at any speed up to 2,500 impressions per hour.

EVERY TIME-SAVING CONVENIENCE, EVERY PRINCIPLE OF EFFICIENCY, EVERY DEGREE OF THOROUGHNESS found in the large OPTIMUS presses is built into these small presses, so far as is practicable on a small machine.

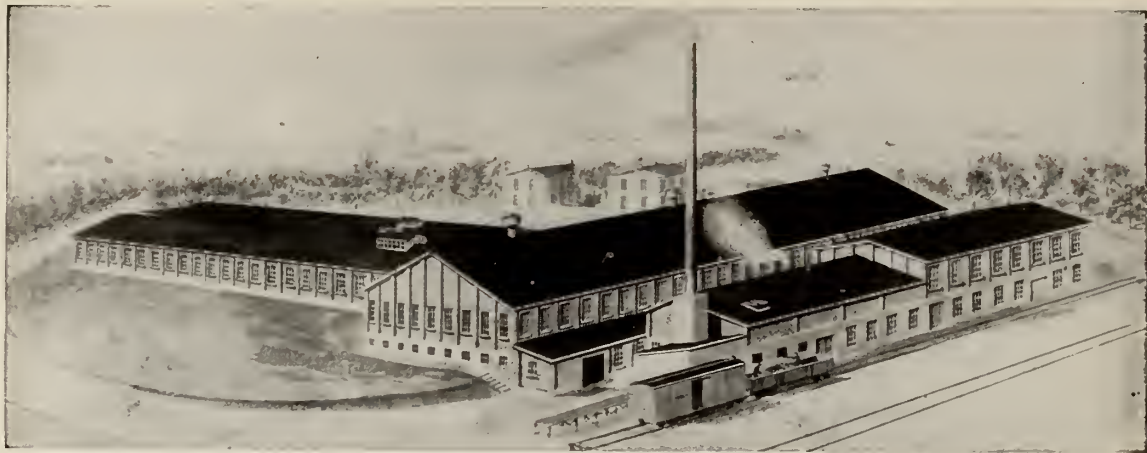
HOW CAN ANY PRINTER, having nothing but large two-revolution presses, HOPE TO COMPETE, in these days of high costs, WITH HIS NEIGHBOR WHO IS EQUIPPED WITH AN OPTIMUS PONY?

NO PRINTING ESTABLISHMENT can to-day afford to be without one or more of these small, efficient machines.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada : Toronto, Ontario and Winnipeg, Manitoba.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
the Coating of Paper.

“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

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Show them the qualities of our lines and note
results obtained in the way of repeat orders.

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Envelopes to match

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Why jeopardize your quality print- ing with inferior blotting?

ELIMINATE the element of chance absolutely; give your printing presses a chance to show what good blotter work really is by using

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the best obtainable for office or printing press.

THAT smooth, firm finish so desirable for high-class printing is a characteristic of these blotters. The quality is always uniformly good—we use only selected cotton stock in the manufacture of Standard lines.

"IMPERIAL," "Sterling," "Curi-Curl," "Prismatic" and "Defender" (enameled) are other blottings of unusual excellence. Let us send you samples.

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STANDARD PAPER MFG. CO.
RICHMOND, VA., U.S.A.

World Blotting



will give you one hundred
per cent. satisfaction.

You will have an entirely new idea of how good blotting paper can be when you begin using **World Blotting**. For over thirty years it has set the standard for quality in the blotting world.

This unbroken record is a sure guarantee of satisfaction to you. Ask us to send you a sample of this and our other lines which include **Albemarle Half-Tone** and **Albemarle Enameled**, two particularly good blotters for your better class printing. **Hollywood** and **Reliance**, cheaper grades, but the best at the price.

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RICHMOND, VA., U.S.A.



Are you look- ing for good platework?

Then get in touch with us. We are turning them out every day, bright, clean, snappy plates—

Reliance Plates

the kind that guarantees our customers absolutely satisfactory press results.

We are ready to give **YOU** the very same time-saving, profit-making service. Why go on losing money on cheap platework? Think of the extra time on the presses, in the make ready and the generally unsatisfactory results such plates produce. Would it not be wiser to connect up with us right now and thus guarantee yourself and your customers entire satisfaction?

Call us up, or write us to day. Ask us to show you what **RELIANCE** plate quality really is.

RELIANCE ENGRAVING
COMPANY

Photo Engravers
(Commercial)
Photographers

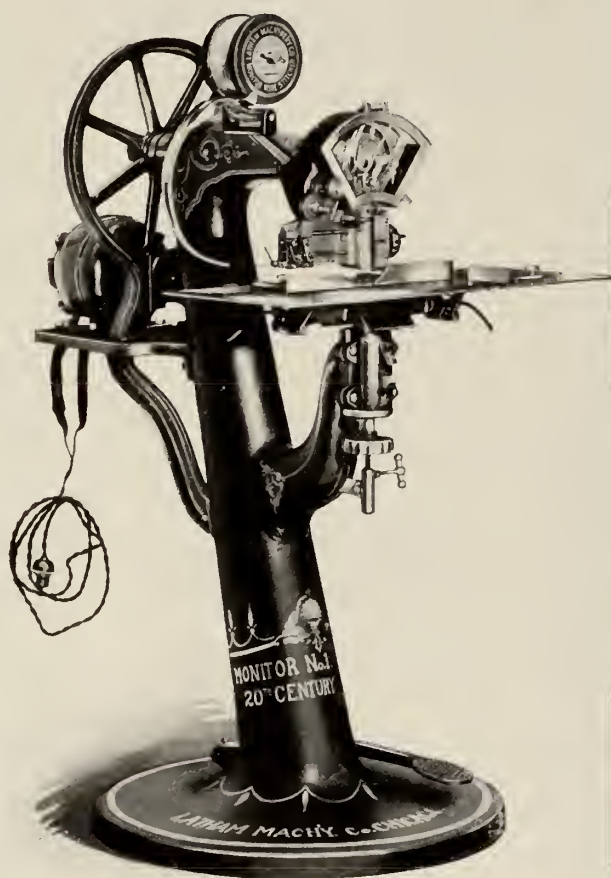


Designers
and
Illustrators

143 UNIVERSITY AVE.

PHONE, ADELAIDE 4094

All Ye Who Seek Profits!



Know the Monitor
before you purchase a Wire
Stitcher

LATHAM MACHINERY CO.

NEW YORK CHICAGO BOSTON

Canadian Selling Agents:

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GEO. M. STEWART - 92 McGill St., Montreal

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can I get a list
of advertisers?”*

A question often asked — and the answer is

Who's Who in Canadian Advertising

Contains the names and addresses of over 2,000 buyers of advertising in Canada; name of the man who directs the advertising, and of the Agency which places the contracts. Also a list of 225 Agencies and the accounts they place in Canadian mediums. And an index to over 500 advertised products whose advertising does not usually disclose the name and address of the advertiser. The first and only guide to those who buy for those who sell advertising.

“Absolutely essential to every adv. manager.”

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253 pages, pocket size, leather-bound.

Obtainable only upon receipt of the price, \$5.00, from the publisher.

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TORONTO

We want agents for these rapid sellers

The Lockwood Press Attachment and Color Disc

Make It Possible

- for you to cut the cost of your job-press output 40 to 60 per cent. on color work.
- for you to increase the quality of your facsimile typewriter work 100 per cent.
- for you to print form letters on a job press that an expert cannot detect from the type-written original, and do the work much cheaper and quicker than by any other method.
- for you to print the head, body and facsimile signature of a letter (four colors) at one impression.

For Practical Printers

THE LOCKWOOD PRESS ATTACHMENT is a simple device that has proved its practical value under every possible working test.

Send for descriptive circular and specimen of work. We want agents in all cities.

*Lockwood Manufacturing & Sales Co., 112N. 5th Ave., Chicago

PRINTERS' ROLLERS

This is a good time of the year for Country offices to have their rollers cast, as they will be well seasoned, and will last well into the summer months.

Winnipeg Printers Roller Works 175 McDermot Ave.
WINNIPEG

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO WINDSOR

COLLECTIONS

Re\$ult\$

Nearly 200 Publishers in Canada O.K. our
Collection Service

Getting the money is but one factor of our Service—the other is not losing the Subscriber.

Read what the Beeton World says of our Service: 

We can do as well for you. It will pay you to have us collect up your delinquent subscription lists.

Another letter regarding our Service:

The Gazette Printing Works

S. J. Olsen, Proprietor

Glenboro, Man., Dec. 6, '16.
Canadian Mercantile Agency,
Ottawa.

Dear Sir,—I received your statement and cheque for which I thank you. The results have been really better than I ever expected. So quick.

I am, sincerely yours,
(Signed) J. G. OLSEN.

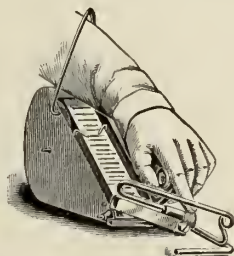
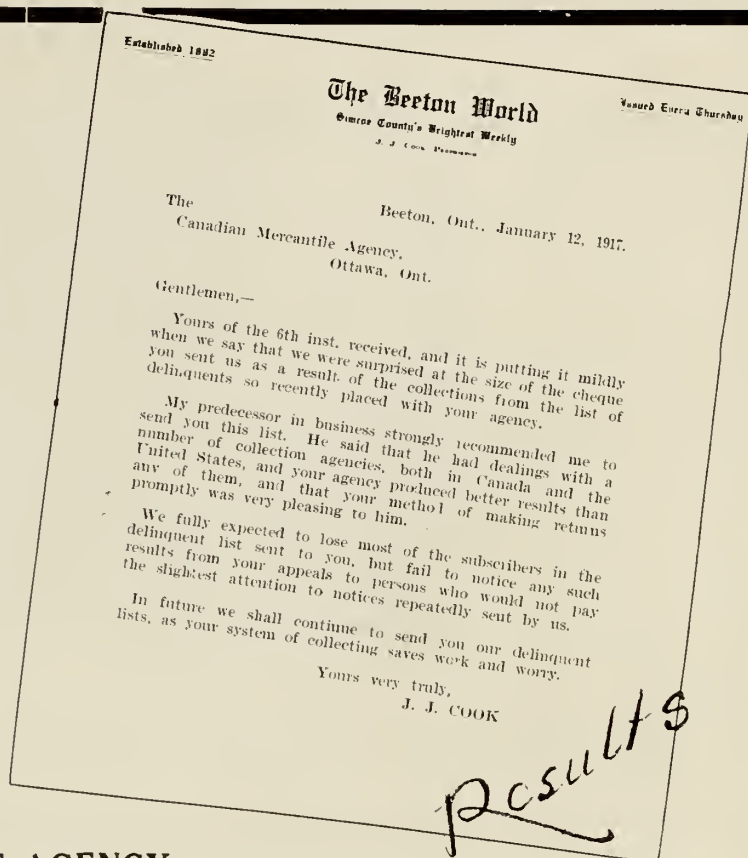
No Collection—No Charge. Prompt Returns

Re\$ult\$

The money will look better in your Bank Account than in unpaid subscriptions. Mail us your accounts and we will do the rest.—"DO IT NOW."

References: The Bank of Ottawa and many of the leading publishers for whom we have been producing satisfactory results for the past Seven Years.

THE CANADIAN MERCANTILE AGENCY
OTTAWA, CANADA



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
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ELECTROTYPES

made from Electros, Stereos, Woodcuts, Zincs, Half-Tones, Brass Stamps, Etc. Out of-town orders shipped same day as received. Work and service unequalled. Our new scale of prices and answers to enquiries by return mail.

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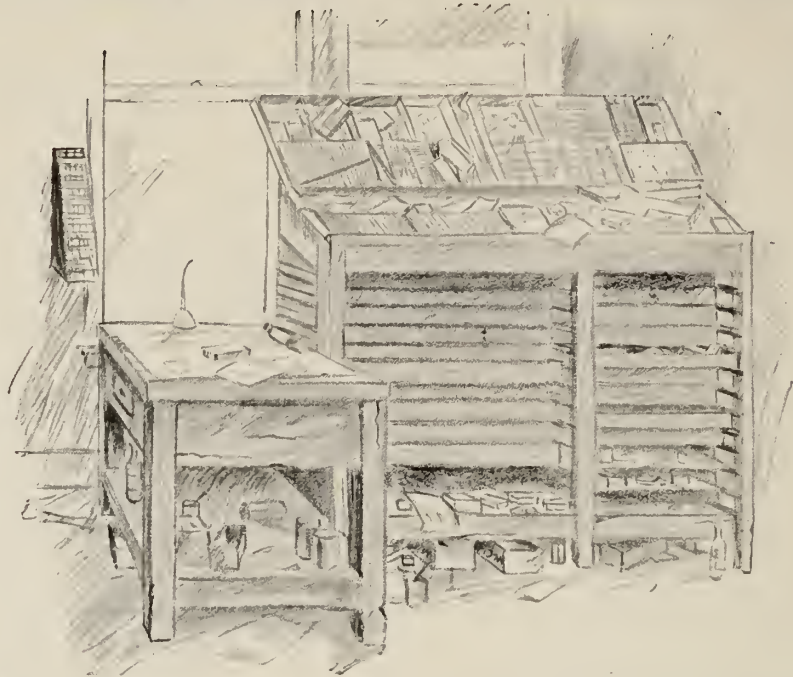
L. D. 'Phone
Adelaide 1638

TRAYTON BLABER,
Manager



There is no business that will bring in so large per cent. of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The J. F. W. Dorman Co.
Baltimore, Md., U.S.A.



A Place for Everything *and* Everything in its Place

The illustration was made by one of our artists and is true to life. It is needless to say that the owner of the shop where this sketch was made is not driving an automobile and probably never will do so.

Many plants which appear on the surface infinitely better than the illustration are still woefully inefficient. Compositors can not find material when they want it, or it probably is located at such disadvantage that 25% of the compositor's time is spent walking back and forth—walking for material that modern equipment would put within arm's reach.

If you are not supplied with modern labor-saving Composing-Room Equipment, walk into your plant and with a critical eye watch the waste of time. You will then realize how it has been possible for us to save from 10 to 25% in plants that we have re-equipped with Modern Efficiency Outfits.

You need this saving now. To delay means loss of profits, so write right now.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Toronto Type Foundry Co., Limited, { Toronto, 70 York St.
Montreal, 345 Craig St. W.
Rex A. Hand, Representative for Maritime
Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.
Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.

CANADIAN SELLING AGENTS:

American Type Founders Co., 175 McDermot Ave., Winnipeg.
Miller & Co., Toronto, 7 Jordan St.
Richard & Co., Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.
corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Publishers' Interests Threatened by Knowles Bill

A Bill to Prohibit the Fixing and Enforcement of Re-sale Prices—What is Involved in the Bill—Something About the Menace of Department Stores

EDITORS of newspapers in Canada need to look carefully into the proposed Federal legislation to make it a criminal offence for a manufacturer to fix and enforce the re-sale price of his product. And having given their thought to this matter, and having come to conclusions, they ought to give the subject not a little attention in their newspapers—this to inform and educate public opinion.

Perhaps the editor is not the man likely to respond most quickly to this suggestion that he should investigate the contents and intents of the bill which has been proposed to the Canadian House of Commons by Mr. W. E. Knowles, Liberal member for Moose Jaw. The publisher, the business manager and the advertising manager are more directly concerned with the matter of price maintenance, as it is called, since advertising revenue is involved in the consideration and effects of the bill, should it become law. But above personal and selfish interests is a big economic, even ethical, question, and it is this phase of the matter that should, and likely will, appeal to the editorial mind. In this connection, *PRINTER AND PUBLISHER* is not unmindful of the fact that the editor, publisher, business manager and advertising manager, in respect to many newspapers, chiefly country weeklies, are all one and the same man.

THE SUBJECT OF PRICE MAINTENANCE

The great majority of men in Canada are not able to talk intelligently for five minutes on the subject of price maintenance—for the good and simple reason that this is a semi-technical subject, and one that has not commonly or acutely come up for study. Among advertising men, especially advertising managers of firms making a standardized, identified product, marketed with the aid of advertising; and among manufacturers of a trade-marked product of high quality, the subject of fixed re-sale prices has for a long time been one of prime concern. But for the general run of men, price maintenance as a name and proposition is without significance.

Because of all this, *PRINTER AND PUBLISHER* proposes to provide here and now some information and opinion on the matter of price maintenance of, the manu-

facturer's claimed right to fix and enforce the price at which his product shall be retailed.

SOME ILLUSTRATIVE EXAMPLES

The subject of price maintenance will take on greater clarity for many minds if we make its applications and relations specific. Examples of fixed re-sale prices—fixed, that is, by the manufacturer—are

Arrow collars, two for 30 cents.
Columbia Grafonolas, \$15 to \$350.
Waterman fountain pens, \$2.50.
Belding's silk fabrics, \$1.25 to \$2.50.
Jiffy-Jell, two packages for 25c.
Palmolive specialties, 25c. and 50c.
Overland motor cars, \$665.
Pears' Soap, 15c.

And so on, and so on.

The prices indicated in the above examples are advertised prices—prices stated in the makers' advertisements. But it does not follow, in every instance, that these *fixed* prices are *enforced* prices.

A familiar example of a fixed and enforced price is the Waterman Fountain Pen, \$2.50. This pen is sold to dealers only on specific agreement that it shall be retailed at the price or prices fixed by the makers. Similarly many other advertised lines are sold to dealers with an agreement by which the dealer contracts to sell at the prices fixed by manufacturers. In many other cases, the price fixed and advertised by the manufacturer is cut by the dealer—not by all dealers, but by some who hope by this price-cutting to attract and divert trade.

The price fixed and advertised by the maker, when not enforced, is intended to assist the retailer to sell the price-fixed article with greater ease, and to obtain a full profit. It is intended to protect the consumer against an exorbitant price—this by making him familiar with a right price. The advertised fixed price is also designed to facilitate the sale of the article universally—by making the price uniform in all parts of the country.

Many advertised trade-marked or identified commodities have no prices fixed by the maker: their re-sale price is left entirely to the dealer. For example, the re-sale prices of Old Dutch Cleanser, Sunkist Oranges, Yale Locks, and Grape Nuts are not indicated in the public advertising; and the inference is that the dealer may

set his own price, being governed always by the commonly prevailing price and by local competition.

In some cases, from the nature of the goods, the retailers of advertised identified goods are in reality the special agents of manufacturers. Thus pianos, phonographs, typewriters, adding machines, motor cars, agricultural implements, are commonly sold through designated dealers or agents, in which case retail price control is comparatively simple, for the relation between agent and maker is a direct one. But in the case of those commodities sold commonly through jobbers—trade-marked grocery specialties, hardware specialties, drug specialties and so on—it is obviously much more difficult to enforce or control re-sale prices.

THE QUESTION OF PUBLIC INTEREST

The query will have arisen in many minds—Is it in the interests of consumers to have re-sale prices fixed and enforced?

The natural quick conclusion is that it is a good thing for the consumer to be able to buy what he wants at the lowest possible price—at prices fixed by competition. Also, many will be inclined to say at the beginning of their thinking on this subject, that for a maker to fix and enforce the re-sale price of his product is a "trust" or "combine" procedure, that it is taking away from the liberty of the dealer, that it is a sort of mug's game by which the maker can set any old price on his product and get away with it.

But one runs up very early in his honest thinking against the price-cutting practice with its long train of evil consequences; and one is compelled in fairness to ask the question: Whether it is better, in the public interest, and in the interests of the consumer, for price-cutting to flourish; or for there to be universal uniformity of price on standard, identified goods? Or to put the question in concrete terms: Whether it is better, in the public interests, and in the interests of the consumer, to have Kodaks sold at maker-fixed or at dealer-made prices? or to have Hoosier Kitchen Cabinets sold at maker-fixed prices or at dealer-made prices? or to have Ford Motor Cars sold at maker-fixed prices or at dealer-made prices? and so on. When one puts the question in specific terms to the intelli-

gent consumer, the probability is that he will reply—"I prefer a maker-fixed and enforced price to dealer-made prices." And in saying this the consumer says in effect: "I have more faith in the justice and fairness of the price fixed by the maker than in the price any dealer would charge me if the retail price were left entirely to him."

MAKERS' VERSUS DEALERS' PRICE

Right here one begins to get at the kernel of the nut; and the whole question of price maintenance begins to take on an added luminosity.

Dealer-made prices are decidedly less trustworthy, taking them by and large, than are maker-fixed prices. In the case of a standardized, identified product, it is difficult for the dealer to get an excessive profit—difficult because of the public's knowledge of the retail value of the advertised, standardized, identified product. Such products, as a rule, have a fairly level maximum retail price. Any variation from this commonly known, recognized, and accepted price, is downward rather than upward. And dealers after big profits prefer, as a rule, to sell unadvertised, unstandardized, unidentified goods—merchandise which the public cannot accurately value or make price comparisons on. On such goods dealers rely on making a generous, if not an excessive, profit.

Just here it may be well to define what is meant by "standardized, identified," as applied to merchandise. By "standardized" is meant goods that have a known and maintained standard of quality. By "identified" is meant goods branded or trade-marked and maker-acknowledged. The two terms taken together usually imply extensive advertising, and accepted responsibility for the high quality and all-round satisfactoriness of the goods.

The question arises—Is it better for the community at large, and for individuals and families in particular, to be supplied with standardized, identified goods or with goods of no established or declared quality, made by no revealed maker, and for which no responsibility is accepted or redress possible, should the goods prove unsatisfactory? The question carries its own answer.

WHERE PRICE-CUTTING OCCURS

Price-cutting, from the nature of things, takes place commonly on standardized, identified goods. There is little significance or conviction in an advertisement which reads:

Moirette Petticoats, regular value \$10; special price, Thursday, \$5.

Every woman of common sense knows that both these prices are arbitrary—dealer-made. The very gulf between the "regular" price and the special price suggests original and tremendous price-inflation.

But should a dealer advertise:

Quaker Puffed Wheat, regular 15c., special, 10c.,

then the consumer knows that a genuine reduction or bargain is offered.

PRICE-CUTTING AS IT AFFECTS THE RETAILER

Let us look at price-cutting from the point of view of the retailer of an advertised, standardized, identified commodity—say, Ingersoll Dollar Watch.

This watch is admittedly excellent value and is in great demand. Suppose

that some big store in a populous community cuts the price to 79 cents, and advertises this price extensively. The instant local effect will be that smaller dealers—

Will have to meet the cut price;

Or struggle to maintain the regular price;

Or quit selling the Ingersoll watch.

If they meet the cut price they will be selling at a clear loss. If they struggle to maintain the regular price, this in the face of the known fact that the watch can be obtained elsewhere for 79 cents, they run the risk of losing a customer permanently, and they are under the necessity of putting energy and time into the sales-process, to overcome the buyer's resistance.

If they cease handling the Ingersoll Watch, their customers who ask for this watch are disappointed, and perhaps offended, affirming that the dealer is a "back number." In any case, the small dealer suffers. There are two points to be noted in connection with the above illustration: one is that it takes a minimum of time and energy on the part of the dealer or his staff to sell a widely-advertised, standardized, identified article whose price is maintained universally, for it is already fully sold in a very real sense to the customer; the other is that it is of advantage to the public to be able to get widely-advertised and desired goods everywhere—without the effort of search.

Also, there is an economic question involved in this illustration: it is in the public interest that the distribution of the merchandise of general consumption shall be widespread and in many hands rather than centralized in a few big stores. Also, it is far better for community growth and prosperity that there shall be many retailers of the commodities of common consumption rather than few retailers. What is wanted is not so much fewer retailers, but more efficient retailers.

Also, it is obviously in the interests of local newspapers that there shall be many retailers—potential space-buyers—rather than just one or two dominant retail establishments—department stores in fact or character.

PRICE-CUTTING HURTS THE MANUFACTURER

In the Ingersoll Watch illustration, as above, is involved the manufacturer's interest. Is it a good thing for a manufacturer's product to be sold only by a few big dealers? or is it better from his point of view to have a multitude of small dealers distributing his merchandise? Perhaps the answer to this question is to be given by each individual manufacturer concerned. Some manufacturers openly declared that they prefer to have the big distributors—the department stores and big local retailers—as customers rather than multitude of little shops. They say that their selling expense is greatly reduced when they sell to a few big distributors. This is admitted because it is obvious. But, generally speaking, the makers who prefer to sell to a few big distributors are making unidentified merchandise, and, therefore, unadvertised merchandise—that is, nationally advertised merchandise. As for the makers of nationally advertised merchandise, they, as a rule, seek and desire the greatest pos-

sible number of distributors, because thus are maximum sales achieved.

Coming back to the Ingersoll Watch case: if the distribution were confined to a few big stores, the total sales would of a certainty be less than if 10,000 dealers in Canada were selling this watch. As a matter of fact, the Ingersoll Dollar Watch is sold by 100,000 dealers on this continent, and it is an inevitable conclusion to draw that it is this very fact of widespread distribution, joined to extensive and long-maintained advertising, that has built up the vast business of the makers of this watch.

Go one more step in the consideration of this case: suppose that the distribution of the Ingersoll Watch fell into the hands of a few big dealers—the result of price-cutting, there would probably be an eventual inclination to subordinate this line, and perhaps an elimination of it altogether; this for two plain reasons: When they had secured a practical monopoly of sale, the advertising and trade-attracting value of the line offered at a cut price would cease, for there would be no trade-diversion; also, the very fact that the watch was being sold at a cut, and presumably non-profit-yielding price, the desire to sell it would decline to the disappearing point; at which time the Ingersoll Watch makers would be without a business.

The economic fact is that cutting the price of a standardized, identified and nationally advertised commodity, while it may temporarily speed up local and individual demand, tends to reduce distribution; and this in time leads to reduced consumption; and in turn leads to the practical ruin of a business, and to the wiping out of the value of the trade-mark built up by years of sedulous effort and extensive advertising.

One asks, therefore: Is price-cutting, in its consequences, good for retailers, manufacturers and consumers? For let it be remembered that consumers are related directly or indirectly to manufacturing prosperity.

Also, is price-cutting, in its ultimate consequences, good for publishers and printers?

Competition of the unfair kind—the competition developed and fostered by price-cutting—is unhealthy, baneful and ruinous.

PRICE-CUTTING AND THE CONSUMER

In the last analysis it is the consumer's interest that must be considered in arriving at an answer to the question: Is the principle of price maintenance—the right of the manufacturer to fix and enforce the re-sale price of his goods—good for the consumer, and desired by the consumer?

Some contend that price maintenance raises the cost of living; that it is an effort to obtain higher than fair or reasonable prices from the consumer; that it is an expedient to enrich the manufacturer. But those who argue thus have not, as a rule, given the whole broad matter any serious, deep, wide and prolonged consideration. Their judgments and conclusions, as a rule, are of the "snap" variety, superficial and feathery. These good people, who may be very honest, see in price maintenance a foe to open competition, and a studied, calcu-

lated effort to enhance the final price—the price to be paid by the consumer.

WHAT HAPPENS WHEN RE-SALE PRICES ARE TOO HIGH

It is to be admitted, frankly, that in regard to certain specific articles or products of the identified, standardized kind, the consumer price is excessively high—altogether out of relation to the cost of production. But the articles of this nature are, as a general thing, patented and so are monopolies.

The Gillette Safety Razor, selling retail at \$5, is a much-quoted example of a standardized, identified product in which the re-sale price is many times its production price. Yet in spite of this fact and knowledge the Gillette razor continues to be the most largely consumed razor of its class. There is no compulsion of the public to make them buy this particular razor; it is bought out of free-will, and this in face of the fact that other razors of the safety type can be purchased at from 25c. up. Incidentally, it may be stated, as a reply to the argument that price maintenance reduces competition, that since the Gillette razor was put on the market, at least 40 other razors of the same general type have appeared; and they have appeared because of the very high price of the Gillette razor; which means that any maker who puts an excessively high re-sale price on his product, away above the costs of production and selling; and who, by advertising, creates a great demand for his product and type of product, merely invites competition instead of suppressing it.

Here it may be remarked that the majority of price-fixed, price-enforced, standardized, identified and advertised goods are more or less luxuries; that is, they can be done without or replaced with something very much cheaper. So that price-maintenance, even if it does mean an unreasonably high consumer's price, does not necessarily work any injury to the individual consumer; he or she may always refuse to buy, or may choose some cheaper substitute or equivalent. If consumers elect of their own free-will to buy the high-priced trade-marked and advertised article, when they are free and able to buy a cheaper, even if less satisfactory and acceptable, substitute article, is the blame for the seeming extravagance to be charged up to the manufacturer, or to the retailer? The higher cost of living is not to be charged to the makers of advertised, standardized, identified articles of food, dress, convenience, indulgence or luxury; but to the freely-exercised will of the people who choose to buy the highest-priced goods, and to the inexorable laws of supply and demand. Yet there are those who argue that if the right to fix and enforce re-sale prices be taken away from manufacturers, be refused them or taken from them, the cost of living will fall. It is rather muddy argument and not at all convincing. Probably what the foes of the price-maintenance principle have in mind is combines of makers or producers to corner and control the price of commodities, and they confuse this with the admitted freedom of a maker of an article of which he has no monopoly to sell to the dealer at any price he likes.

THE MAKER'S RIGHT TO FIX THE DEALER-PRICE

Please note this carefully: it is granted by the foes of price maintenance that the manufacturer may fix the price to the dealer at what he wills, but they deny him the equal privilege or right to take a further step and fix the re-sale price—the price the consumer must pay; *they leave this re-sale price to the dealer to fix, knowing full well that if the dealer has liberty to fix the price to consumers, he will exact more from them, if competition permits him to do so, than will be required of them if the maker fixes the re-sale price!*

As proof of this point, it suffices to say that retailers complain that the makers of advertised, standardized, identified, price-fixed goods rarely or never allow them a sufficient profit; which means that they fix the re-sale price *too low!* So one asks again—Is it a bad thing for consumers to allow the manufacturer to fix and enforce the re-sale price?

THE KNOWLES BILL ILL-CONSIDERED

The bill proposed by Mr. Knowles would appear to be an ill-considered one. To make it achieve the ends it aims at, he ought to make provision in it for a limitation of the manufacturer in fixing the price to the dealer—this first of all. Then having fixed this, the fixed re-sale price—to the consumer—can safely be left to the manufacturer and dealer to settle.

If, however, the law of the land shall undertake to meddle with a manufacturer's production and selling costs, the new state of things will be worse than that that now obtains. Costs of raw materials, labor, manufacturing, overhead, distribution, merchandising and advertising, will all have to come under regulation; and what manufacturer will stand for such a supervision and interference with his business?

If law or Mr. Knowles wants to busy itself or himself with the cost of living in order to have it reduced and regulated, something much better can be devised and conceived than the proposed bill to forbid manufacturers entering into agreement with dealers to establish re-sale prices.

DEPARTMENT STORE INFLUENCES

The pronounced foes of price maintenance are not the retailers or the consumers—this is said advisedly, but the department stores. They delight to sell nationally advertised goods of standard quality with a knife in their hands. To cut the price of nationally advertised and standardized goods, either as a trade magnet or as an expedient to kill off altogether the competition of nationally advertised goods on which the consumer price is known, is their pleasure and bait.

Department stores are notoriously unfriendly to nationally advertised and branded goods, and, as a rule, handle them to the smallest possible extent. They prefer to sell their own private brands on which larger profits can be secured. The fact is that the big department stores are themselves becoming manufacturers on a very large scale—and this quite legitimately. Eaton's and Simpson's, for example, in Canada own or control many factories; and to the extent that they make and sell their private brands, to this extent do they compete with and defeat

the effort of those other manufacturers who make standardized, identified goods and who employ newspaper and magazine and trade press publicity to create and maintain demand for their products.

Once more does the publisher's interest loom up: Is the competition of the big department stores good for national advertising? Is price-cutting of nationally advertised goods by the department stores good for the manufacturers concerned, and, therefore, good for the publishers of Canada? Are not the interests of publishers and local retailers and the consumers served by the small stores all allied—even dovetailed?

PRINTER AND PUBLISHER believes in the department stores, believes them to be an economic evolution, at once inevitable and commendable; but this belief does not call on PRINTER AND PUBLISHER to approve of all the practices of department stores. When these great centralized and powerful distributing agencies set out by unfair methods to kill off legitimate and desirable competition, and to put smaller stores out of business, to serve selfish, not economic, ends, then PRINTER AND PUBLISHER sees the department store to be slipping backward in its function, services and benefits.

THE NEED OF INFORMED OPINION

Enough has been said to enable editors, publishers, business and advertising managers to see that price maintenance is a subject of some magnitude and some importance; and that their direct interests are involved in the bill proposed by Mr. Knowles. It is hoped that the press of Canada may become aroused, and may assist in arousing others, to investigate thoroughly the big question of price maintenance. Also it is hoped that when the Knowles bill does come up for consideration, it will be halted in its progress to permit of its complete examination by committee, and before which committee can and will appear all those with considered views to express, either pro or con.

PRINTER AND PUBLISHER asks no man who reads this challenge to attention to agree or disagree too quickly with the views and propositions herein presented. Each reader, and, in particular, everyone who has power and purpose to shape opinion, should ponder the matters herein set forth and stressed, in order to get down to rock foundation. Then, having well-set views and knowledge, one will be able to inform and persuade others—with gain to himself and them.

NEW A. B. C. MEMBERS

NEW Canadian members of the Audit Bureau of Circulations are the Guelph *Mercury* (daily and weekly) and Victoria *Times*. Applicants for membership are *The Canadian Motorist*, Toronto, and *The Canadian Countryman*, Toronto. A suspended member is *The Saskatoon Phoenix*. The *Toronto Daily News* has had its application for membership suspended. The membership of the old *Regina Province* has been transferred to its successor, *The Post*.

The three Curtis publications, *The Ladies' Home Journal*, *The Saturday Evening Post*, and *The Country Gentleman* have applied for membership. The abstention from membership of these three publications was noteworthy, and their reconsidered action significant.

Salesmanship and Printers' Gold Mines

Subtle Salesmanship — The Printer's Own Advertising
—The Public's Great Absorbency for Printed Matter

CANADIAN printers do not get nearly enough of a certain kind of advertising—namely, the advertising of impression, so to speak; by which is meant the issuing of examples of good printing, with interesting text and without direct appeal for business.

Salesmen believe in acquaintanceship, in having friendly, social contact with prospective buyers, at the Club or elsewhere—contacts which are not accompanied by solicitation, with only the shake-hands, the nod, the smile, the courtesy greeting. Why should not such contacts be in the form and through the medium of good printed matter, personally addressed, and with perhaps the salesman's card attached or enclosed—"with compliments of —?"

When the recipient discovers that there is no solicitation in the piece of printed matter which has been sent him, but that it is an act of courtesy, expressed in the provision of something worth reading for its own sake, he will assuredly feel well-disposed towards that friendly salesman and towards the firm he represents. So will a powerful canvass by the subtle indirect method, have been made.

GOOD ADVERTISING TEXT ABOUNDS

The newspapers and magazines abound in good material, worth reprinting. For example, when the Allies replied to the peace overtures of Germany in January

last, the reply was declared to be the greatest historical document of all time. This may be an extravagant designation of the Allies' reply, but whether it is or not, the fact remains that it was an utterance of immense and biding interest.

Now suppose that a good printer, serving a choice field with many big buyers of good printing in it, were to reprint this momentous reply of the Allies, and were to give it distribution among his prospects, accompanied by some such note as this:

The Reply of the Allies to Germany's peace overtures, as reprinted herewith, is sent you with our compliments in the hope and belief that you will value the possession of this "greatest historical document of all time," as some have called it, in other than fugitive daily newspaper form.

Yours very cordially,
THE EXCELSIOR PRESS.

Such an act, coupled with the intrinsic interest of the text of the booklet, would assuredly make a deep and favorable impression, and would, therefore, constitute a most effective canvass.

APPEALING TO THE BUYER'S INTEREST

It is this regard for the interests of the *buyer* that makes for good and effective salesmanship. And a printer, better than most, can do the particular class of advertising recommended, because the product distributed is an actual sample of his merchandise.

There is another thought or idea to be presented in connection with the above illustration. It is that probably some customer, or desired customer, of the printer may, of his own accord or through the printer's own suggestion be led to buy an edition of such a booklet for distribution among *his* customers, as a good-will act. Certainly the mailing out to a choice list of possessed and non-possessed customers of such a pleasing and acceptable piece of printed matter would go far towards cementing and developing profitable relations.

GOOD-WILL ADVERTISING

Good-will advertising is greatly neglected by the majority of firms—printing and other classes of commercial firms. The average salesman or firm wants to crowd the prospect, to canvass him hard, when the prospect's attention has been secured. When it comes to solicitation, the average firm refuses to carry out its beliefs in regard to face to face, personal solicitation, and in this frequently makes a costly error.

SUBTLE SALESMANSHIP

Maximum selling and supremest salesmanship are not of the bludgeon type—of the strong-arm type. Many a buyer will not stand for coercion; and especially in the preliminary canvasses—those designed to produce acquaintanceship; favor, friendliness—something more delicate more subtle less urgent than the final, close-in, high-temperated solicitation is called for.

Printers as a class are long on service and short on salesmanship. What selling is done, by personal solicitation, is done, as a general thing, by men who merely solicit for the privilege of submitting an estimate. The selling that sells a man something he never knew existed before, something that he does not know or feels that he wants or needs, something that he never dreamed of using, is real salesmanship—the creative, profitable and joyous kind.

A GREAT HIDDEN MARKET FOR PRINTED MATTER

The capacity of the average firm to use profitably and wisely printed matter, in some one of its many forms and for some one or more of its many uses, is rarely plumbed, either by the buyer or by the seller. This being so, it means that gold mines for printers are lying all about them, and the crust or rock of resistance is not always or commonly difficult of penetration. What is wanted chiefly is the employment of right methods and drills. With these well used the digging out of the gold of desire, the gold that bankers value, the gold that pays debts and provides riches, and old-age leisure, becomes just the day's work—a most enriching daily toil.

PRINTER AND PUBLISHER hopes that some of its printer readers will do some profitable prospecting and development work in this year of good times and opportunity—this from pursuit of the ideas and suggestions herewith presented.

A CANADIAN PENSION BOARD

THE Dominion Government have appointed a Board of Pension Commissioners for Canada with offices in Ottawa. As this Board wish to cause as little delay as possible in dealing with communications with regard to pensions, they wish the public to correspond directly with the Board of Pension Commissioners, Ottawa.

A great deal of delay may be caused by communications being sent through other Departments of the Government.

The Patriotic Fund Association and the Military Hospitals Commission have kindly consented to give information and assistance to those wishing to write direct to the Board of Pension Commissioners. These societies have offices in certain localities throughout Canada.

In addition, in order to facilitate the granting of pensions, the Board is opening branch pension offices in Vancouver, Calgary, Edmonton, Regina, Winnipeg, London, Hamilton, Toronto, Barrie, Kingston, Ottawa, Montreal, Quebec, St. John's and Halifax. All information with regard to pensions may be obtained from these offices.

THE MEANING OF ORDER

To discipline your habits, your efforts, your wishes; to organize your life, to distribute your time, to take the measure of your duties; to employ your capital and resources, your talent and your chances—to do all this with profit is to know the meaning of the word order. Order means light and peace, inward liberty and outward command; order is power.—*System.*

I READ PRINTER AND PUBLISHER and *The Inland Printer* more carefully than any other two publications which come to this office.

C. C. AVARD,

President, The Busy East Press,
Feb. 9, 1917. Sackville, N.B.

THE PREPARATION AND CONSIDERATION OF HALFTONE COPY

A PAPER BY
HARRY W. LEGGETT
CHIEF OF COPY DEPARTMENT
DEPARTMENT OF INTERIOR
OTTAWA



PRINTED BY
SOUTHAM PRESS, LIMITED
TORONTO AND MONTREAL

The title page of an attractively printed booklet produced by The Southam Press, Toronto, the text of which is an article by Harry W. Leggett, typographer. In the reprinting for distribution among customers and prospects of this article, is an illustration of the point which *Printer and Publisher* presses home in the accompanying article.

Prices Fixed for Newsprint in Canada and U.S.A.

Publishers Win a Strenuous Fight—A Minimum of 2½ Cents Fixed in Both Countries—A Possible Investigation into the Prices of Book Papers—A Call to Printers to Become Active in an Organized Way

IN BOTH Canada and the United States, the price of newsprint has been fixed, in each case by government interference. The new price is a minimum of \$2.50 per hundred pounds for paper in rolls, f.o.b. mills; with definitely determined higher prices for newsprint in sheets and in less than carload lots.

These prices for less than carload lots and for newsprint in sheets are:

In Canada: 2¼ cents for rolls for less than carload lots; 3¼ cents for sheets in carload lots; 3½ cents for sheets for less than carload lots and not less than 2-ton lots; and 4 cents for sheets in quantities less than 2 tons. These Canadian prices are all f.o.b. mill, and are fixed for a period of three months as from March 1, and will be subject to revision at date June 1.

In the United States: a minimum of \$2.50 per cwt., f.o.b. mills for carload lots; less than carload lots, \$2.75; newsprint sheets in carload lots, \$3.25; less than carload, \$3.50. Jobbers will charge not more than 5 per cent. on carload lots, 12½ per cent. on less than carload lots, and 20 per cent. on less than ton lots. These prices will govern for a period of six months—March 1 to September 1.

The Canadian prices, it is to be explained, are prices conceded by the newsprint makers themselves, and are not Government dictated. That is, the Government *suggested* these prices—gave a broad hint, as it were—and showed the mailed fist at the same time, and the paper-makers took the hint—under compulsion. The three months' quotations feature is probably more cautious than anything else. It is practically certain that the Canadian prices will, in figures and in availability, correspond to the American prices.

PRICES OF S.C. COATED AND BOOK PAPERS

In the matter of paper other than newsprint—supercalendared, coated and book—prices are determined by the manufacturers without reference to government or commissions. In regard to these papers prices are regulated by the laws of supply and demand—and agreement.

Speaking on the subject of prices of super calendared, coated and book papers—the class of papers commonly used by printers, something is being done to have prices on papers of this general class investigated, probably by a Commission. The Publishers Section of the Toronto Board of Trade, captained by Frank Wise, manager of the Macmillan Company of Canada, Toronto, are committed to the undertaking of investigating the combine alleged to exist among Canadian paper-makers. If such a combination—an illegal combination—exists, or is supposed to exist, the Publishers Section of the Toronto Board of Trade should have the immediate, practical and organized support of the printers of Canada who are suffering greatly at the present time be-

cause of high paper prices. Much printing is not being done, that otherwise would be done, because of the high cost of paper. Printers, therefore, in accord with the action and objects of the Publishers Section of the Toronto Board of Trade should communicate forthwith with Mr. Wise, pledging moral, financial and physical support.

HISTORY OF THE CASE IN CANADA

In Canada, for many months, the publishers of daily newspapers, first in a specially called convention, then by a delegation to Ottawa, then through a specially appointed committee, have been fighting the newsprint-makers of Canada, to obtain lower prices. They sought protection through the Government of Canada, and were promised it. But the Government as represented by the Minister of Finance, Sir Thomas White, was loath to take drastic action, to compel the paper-makers to agree to the demands of the publishers. Every effort was made to have publishers and paper-makers compose their difficulties between themselves, but to the end the paper-makers showed small disposition to meet the price which the publishers were willing to pay. They did offer a concession from the 3-cent price which the market had made to 2¼ cents, but the publishers sought a much better price—a price of about half-a-cent higher than former contract prices, which would make a price in the neighborhood of \$2.35 or less per cwt. And there was a time when this price seemed assured, as the result of government decision. But the power of the paper-makers was great enough to cause the Government to postpone final action; and matters came to a dead-lock.

SELF-INTEREST A POWER AT WORK

Just here it may be stated that behind the stage on which the public drama has been played were forces of power at work—to prevent the Government surrendering wholly to the publishers' demands. Money talks, with penetrating words; and money, or capital, made its voice heard in the secret council. It is no secret that men with decision, or influence in determining the outcome, had private commercial interests involved in the settlement of the paper question—this by investments in some property or other connected with the paper-making industry; and it was against human nature, against their own pocket-books, to surrender anything to the publishers.

The publishers were animated by similar motives; their pocket books were affected, and so self-interest fought against self-interest, and Sir Thomas White was in between—on that perilous territory known as No Man's Land.

On the Public Stage high motives and purposes were declared. Publishers pleaded that they were public institutions, public servants; and that, therefore, they ought to be saved from exter-

mination. Paper-makers said that they were patrons of industry, developing the resources of the nation, providing labor for many, building up the trade of Canada, and giving capital an opportunity for beneficent employment. They also put on a long face and said that they had labored for years unprofitably, and that by all the gods they were entitled to "cash in" on the situation developed by extreme demand and scant supply—a situation that sent prices soaring, and added millions upon millions to stock-values—and that paid millions in dividends to hungry stockholders.

And all the time Sir Thomas White was torn asunder by the two factions.

THE POWER OF THE PRESS

But you can't beat the Press. Its power has been sung for centuries, and has been demonstrated times beyond the power of reckoning.

Politicians and statesmen and rulers bow to the Press, and woe betide that commercial or political or other interest that challenges the Press to a fight to the death. The fight may be merry and long, but ultimate victory rests with one side, a winner surely known from the beginning. There is no stalemate.

CANADIAN ORDERS IN COUNCIL

And so, in the fullness of time, after much jockeying much wire-puling Sir Thomas White had passed two Orders-in-Council.

The Order-in-Council, as made public on February 19 follows:

"To insure to publishers of Canadian newspapers an adequate supply of newsprint paper at reasonable prices, the exportation of newsprint paper in sheets or rolls shall be permitted only by license under regulations by the Minister of Customs.

"The Minister of Customs is hereby authorized and empowered to fix the quantity and price of newsprint paper in sheets or rolls to be furnished by the manufacturers to the publishers in Canada.

"The Minister of Customs is further authorized and empowered to make such order or orders as he may deem necessary or advisable for the distribution and delivery of such newsprint paper in sheets or rolls by the manufacturers to the publishers.

"All orders and regulations made by the Minister under this authority shall be enforced by the sheriff of the county or district where the said newsprint is manufactured or by any officer of customs.

"Any person who contravenes or fails to observe any of the provisions of this Order-in-Council or any regulation or order made thereunder shall be guilty of an indictable offence and liable upon indictment to a fine not exceeding \$5,000 or to imprisonment for any term not exceeding three years, or to both fine and imprisonment, as specified;

and any director or officer of any company or corporation who assents to or acquiesces in the contravention or non-observance by such company or corporation of any of the provisions of these regulations shall be guilty personally and cumulatively with his own company or corporation and with his co-directors or associate officers."

The other Order-in-Council was brief and to the effect that the Order-in-Council of February 19 would become effective immediately on publication in the *Canada Gazette*.

It is because of these Orders-in-Council that the Canadian prices as noted above have been set.

IN THE UNITED STATES

In Uncle Sam's land the paper-makers felt the thrill of the war-caused conditions, and through them all ran a new impulse. In them all was formed a new purpose—to cash in on the existing conditions.

It is unnecessary to review the history in the United States at any length. News-print prices soared. Publishers protested. The Federal Trade Commission was required to investigate the whole matter. Slowly, thoroughly, they did their work, and found that the jumped prices to consumers were not warranted by higher production costs; that they were more or less artificial, manipulated, and combine prices.

The Department of Justice was given the Commission's findings. This Department is declared to be going ahead without regard to the tears, and terrors, and we'll-be-goods of the paper-makers. It is declared to possess evidence sufficient to send some big men to prison; but one doesn't expect any such outcome. There may be some slapped hands and gentle spankings, some public rebuking and humiliation; but most persons believe that the log-rolling tactics for which the United States is famous or notorious will result in the smothering of prosecution, or in the mildest of punishments and reprimands. Once more money talks, and Blindfolded Justice weeps because of her baffling and scorning.

When the American paper-makers discovered that the situation was altering to their disadvantage, they showily declared to the Federal Trade Commission that they would consent to the prices which the Commission might fix, for a period of six months.

Many suspect that it has not been a case of surrender on the part of the paper-makers, but that it is more likely to be a cleverly-played card—a trick-winning card. The game is not yet played out to the end, and so none can say positively just what led the paper-makers to make their surrender.

But the immediate results of the altered attitude of the United States paper-makers has been to lower the price from a minimum of \$3 or \$3.10 to \$2.50, and to give protection to the small publishers who have been paying exorbitant prices, as high it is said, as \$150 to \$180 a ton.

AN INTERNATIONAL PROBLEM

The making of newsprint on this continent is an international affair. The United States does not produce enough to supply its own needs; and Canada is producing at the present time from five to six times the amount of her domestic consumption. The United States looks to Canada—depends on Canada—for a very

considerable percentage of its requirements; and much American capital is invested in Canadian mills.

It is clear that it is the American market that makes the price in Canada—with this remembered: The United States must have, at any price, what Canada can spare—this at the present time. This gives the Canadian mills exporting paper a situation entirely favorable to them, and so they are naturally indifferent to the Canadian demand, and resentful when the arbitrarily-made price is below the price obtainable from American buyers. With an arbitrarily-made price of equal figures obtaining in both countries, the matter is practically self-settled.

The net result as matters now stand, is that the publishers have won—in both countries; but in both countries the paper-makers are united in declaring that present prices, and the present compulsion, are extraordinary, and consented to only because of the state of war which exists. In Canada the paper-makers are calling upon Sir Thomas White to publicly affirm, for the benefit of all whom it may concern, that the arbitrarily-made and government-decreed prices are purely a war-time measure; and that when war is over, and conditions revert to normal, the Government will not again interfere in the same way and for the same reasons. In the United States, the paper-makers are demanding a similar pronouncement from its Government.

NEW LEGISLATION AFFECTING PRICES PROBABLE

The probability is that in both countries new legislation will be framed and enacted to govern prices, even in normal times—this in the public interest. Legislation of this nature is being urged because of the increasing cost of living. The right of Governments to prohibit the export of commodities, with a view to consumer-price depression, when a foreign market is sending domestic prices to levels which prevent general consumption, is being seriously agitated, and public opinion is being educated and directed on this matter.

The problem of price-regulation by the institution of the embargo is fraught with the danger of retaliatory acts by countries adversely affected by the embargo ruling; and this circumstance is making law-makers go warily.

The publishers have seemed to win a victory; but they need to be careful in this hour of their triumph. The situation calls for foresight and preparation, if the fruits and comfort of victory are not later to be lost.

PAPER-MAKERS' BANQUET

"WE CAN never expect to go unhampered in our business for we are opposed by a power greater than any government—a united press," said George Cahoon, Jr., of the Laurentide Co., in replying to the toast "The Pulp and Paper Industry," at the annual banquet of the Canadian Pulp and Paper Association, held in Montreal last month. The reciprocity proposal of the United States made a few years back, would never have been brought forward if it had not been for the influence of the American press, urged on by the selfish motive of getting paper on the free list. He had never before realized the great hazard to the manufacturers of the newspapers.

When he came to Canada fifteen years ago, the chief competitors of the Laurentide Company were the Canada and E. B. Eddy companies. Since then Canada has achieved the distinction of being the home of one of the great pulp industries in the world. Yet the profits in this business were below those of most of the other industries. Great numbers of companies of the United States up to the declaration of war had not earned a dollar.

"There is no remedy to the power of the press, but we can try and keep it within reason," he said. "I fear that many of us are interested more in speculative activities than in putting our business on a sound footing."

All the financial sheets were full of tales that the International Paper Company was making \$1,000,000 a month profit. Coal and railway companies and the government believed this story and thought here was somebody to touch. The hen laid its egg and then cackled; the pulp men did their cackling first and when they did lay the egg in a moment it was cooked, scrambled and eaten by the publishers. The pulp men must band themselves into an organization that could defy all but the devil and the united press.

F. H. Gage said companies were prosperous now, but it was the first time in their history.

"When governments step in and tell us what we shall charge for our products, instead of leaving it to the law of supply and demand, I say governments are wrong," said F. L. Moore, vice-president of the American Pulp and Paper Association.

Numerous other men spoke, but the foregoing utterances are those most pertinent to the present troublous paper situation, as it has affected papermakers and paper-users.

PAPER PRICES AND SECURITIES

THE pulp and paper interests have passed through a period of trying times. They were justified in getting together but they were not justified in forming combinations in Canada and the States, which according to the finding of the United States Federal Trade Commission, have eliminated competition, charged extortionate prices, and made an artificial shortage of paper. The result is that the manufacturers have stirred and are stirring up feeling against them, the aftermath of which may be felt for years and may make paper securities as unstable in the future as are the power investments in Ontario—not through the fault of the shareholders, but because of a short-sighted policy on the part of the directing officers of the companies concerned.

The pulp and paper makers, are, in the matter of antagonistic public opinion, in a much worse position than any other combination of manufacturers. They have the press of the country against them, and public opinion is formed by the press. Mr. Hardy, who has, for many years, been manager of associations in the Canadian metal trades, and who had to fight an aroused public opinion in the courts, remarked to *The Post*, recently, that, speaking from experience, he would never become associated with any combination of manufacturers that had to fight the press.—*The Financial Post of Canada*.

Dave MacKay Starts His Career as Master Printer

Methods He Employed to Advertise Himself—His “Let Us Be Neighborly” Slogan — Makes a Profit on Every Job — Scoring Against His Competitors

By JOHN TYPEHIGH

THIS is the story of David MacKay, of the city of Somewhere, Printer.

Somewhere, a dozen years ago, was smaller—much smaller than it is to-day; yet even then a populous and prosperous city. In the last decade its character has changed, for it has become a centre of big business, and men from without and afar have gone to it to establish there their factories, warehouses and offices. Banks have multiplied, railways have widened and lengthened their trackage, towering office buildings have reared themselves in neighborly rivalry, and retail shops and new retail districts are greater in number than one can easily reckon. All this has meaning and value in presenting the story of David MacKay.

* * *

“Dave” was David’s everyday name, the name he bore at school, as an apprentice, and as a journeyman. “David” was the name on his stationery, and the name he used in his signature. Also, it was the name of his ambition, for he purposed in his heart to lift himself from obscurity into local fame at least, and probably—who could tell?—into far-spreading power. Yet, for good-fellowship’s sake, we shall call him Dave, the name by which we first knew him. And what we have to tell of him is how he rose to eminence in his field and to comfortable condition.

DAVE GETS AN EAST SIDE SHOP

Dave’s first venturing on his own account was when he took over the business of his employer—a ne’er-do-well of the common sort, and who one day sickened and died, owing several hundred dollars to the supply house that had kept him going for many years.

The supply house encouraged Dave to take over the business, this being better, in their view, than adding to their stock of second-hand equipment, and with them Dave made a good arrangement, guided therein by a good lawyer.

The shop was an upstairs affair in the eastern part of the city, on a street but little traversed. How Dave’s old employer got business at all was half a mystery, for he had no canvasser and he himself called on none but old customers. Yet always business of a sort—letterheads, billheads, office forms, and such-like printing—went to him year after year as a matter of habit from old customers of conservative ways. But on this business, of considerable volume and of little profit, Dave saw but small chance to make a living, much less pay off the indebtedness which he had assumed. He had to make new business, or go out of business, and this latter alternative was not Dave’s choice.

DAVE’S EARLY EFFORTS

Dave had red hair, and that in him, as in others, meant fire and energy and imagination. And because he was of Scottish blood, he was a thinker. Also, in his days

upon days at the case he had been dreaming of how to do things should Fortune ever smile upon him to give him mastery of his time and will. So when Fortune gave him a business which he could call his own, he was happy and resolute in his opportunity.

Dave had visions, but these did not lift him off his feet or dazzle his eyes. While they carried him into the future, they took not from his present. Dave saw mountain tops, but he also saw the paths that led thither. If his imagination and desire had wings, neither his body nor his feet had these aids to lofty flight. Dave knew he must climb the path, one step at a time.

One of his first acts was to make a thorough survey of his district—to find who were near him, and whom he could hope to serve. His shop was in a semi-wholesale district, with few retail shops, and with some offices. Patiently and faithfully he made a business census of his neighborhood—not to enumerate individuals, but to ascertain the number of firms and their character. The area which he regarded as his field was made up of very few blocks.

In this way Dave became acquainted with the names and addresses and character of the businesses about him, and found in this directory possibilities of business greater than he had imagined. The next thing was to get acquainted with these businesses, and the men in them, of power and decision, and to get them acquainted with him; and the medium of acquaintanceship, he rightly concluded, was printed matter, accompanied by personal calls. But the way of first approach was to be laid and smoothed by printed matter.

DAVE’S IDEAS AND NEIGHBORS

Dave had imagination, fire, faith, optimism, and his early determination was to be a salesman. While at the beginning necessity compelled him to set type and run a press, yet in his heart he knew that he could do much better for himself as a salesman. Always, he reasoned, he could buy other men’s services for less money than the profit on the job they would do. His business, he decided, was to get jobs at a substantial margin of profit and to get them fast enough and big enough to keep a man, or men, employed all the time.

In Dave’s narrow territory were, for example, a wholesale seed firm, a greenhouse-glass firm, a firm making art glass windows, a firm making brass signs and memorial tablets, a garage, a planing mill (which firm also made kitchen cabinets and refrigerators), a firm dealing in oils and polishes, a garter and suspender manufacturer, a firm making clothing and overalls, a firm of fur dealers, a paint house, several firms engaged in the business of fire insurance, a wholesale tobacco house, several boot and shoe jobbing houses, a firm of book publishers, a wood-ware dealer, a writing-ink manufactur-

er, a hotel, a firm of coal and ice dealers, and so on and so on. These examples are given just because of their ordinariness.

No one would call the neighborhood a busy one. Indeed, outwardly it was dull and stodgy. Buildings for the most part were old and inferior; yet it was certain that the majority of the firms settled in this district were doing fair business, and a few were obviously busy and important.

It was with such material that Dave had to work, and he was by no means depressed by his prospects. To get acquainted—this was the first objective.

DAVE SHOWS ORIGINALITY

One of Dave’s early stunts was to make a printed directory of the firms in the field which he considered his—a comparatively small square, bounded by four streets, along which street car lines ran. He called this square on the card on which he compiled his directory, “Our Little Bit of Somewhere.” Only the names of business firms were listed and street numbers were given. At the foot of this directory he had printed the slogan, “Let us be neighborly.” And in a certain place he had his own portrait printed a good size, and underneath it, in bold type—“Here’s what I look like. Nod and smile when you meet me,” and he made it clear that this card was prepared by him.

Dave took these cards about himself, and always asked for “the boss.” He said: “I have something for Mr. —, which I want to put into his own hands. It is important.” And if need were, he explained that he was not trying to sell anything. In this way he met, pleasantly, usefully, and usually with a welcome, the man with whom he sooner or later hoped to do business.

DAVE EXPLOITED HIS LIKENESS

Dave believed in using his own portrait. He was not good-looking enough to be accused of vanity; but vanity or no vanity, it was important to him to become personally known; and his face was something he had to sell. So he made much use of his own portrait. He printed this, as a general thing, on good paper—and took special pains to produce a good job; and frequently he would mount this portrait of his on the stock used—stock which would not take half tones. For example, one of his monthly printed messengers to his list of possibles was: “Last month I did work for these neighbors” (list would follow); and his own portrait, subscribed “David MacKay, Printer,” would accompany the list. A certain curiosity was developed by this summarizing of those whom he had served, and Dave’s business message got home.

Another idea of Dave’s—an idea to get attention and win favor—was to reprint a short biography of one of the Neighborhood’s distinguished business men, whom death had claimed. Dave got a portrait of the man, had a half-tone made, copied

the biography which appeared in a local paper, and made of all this a really attractive brochure. He sent this to each firm listed on his directory, with a little slip enclosed on which read—"One of our Neighbors has passed away, and I send you this little sketch of him with my compliments."

Needless to say this little act (which cost Dave quite \$10 to perform) was much commented on and approved; and the firm of which the deceased man was head were greatly pleased and ordered a quantity for their own purposes, and so Dave recovered his initial outlay, and made a customer. Dave had shrewdly suspected that he would get this order, and had kept the job standing; but quite apart from this hope and expectation, he counted it to be good business to send out the "neighborly" brochure.

"Let us be neighborly" was the burden on all Dave's own advertising literature, and the words of his slogan and the spirit of it caught on, and Dave had many a telephone summons to call to talk over business.

DAVE NOT A PRICE-CUTTER

From the first Dave held out for his first-quoted price. He made it clear in his canvasses that he was entitled to a fair profit on every job he did, and he was ready at all times to take a job at cost plus 25 per cent. profit. The cost of a job he was able to determine by a good cost system—a system based on approved systems established by those who had given the subject of cost-finding very careful study. Dave had a pamphlet prepared called "The Cost System I Go On." This was set forth as simply and lucidly as possible, and by a system of dockets for each phase of the job, Dave was always in a position to justify his charges.

Dave believed in letting in daylight on his business. It had no secrets. The making of a bit of printing was as plain a piece of work as making a boot, or a chair, or a suit of clothes. And Dave found almost every man he called on willing to admit that a 25 per cent. profit was not exorbitant, and that a man in his business was entitled to a fair profit. Also, Dave made it a point to give his customers and prospects some education on the matter of the time required to produce a piece of printing, for he knew that the average man thinks that printing takes only a fourth or a third of the time actually required to produce it. For example, when Dave sent out his own printed advertising matter, he would often print thereon, or affix thereto, a printed statement concerning the amount of time or labor required by it, the cost of stock, ink, stitching, and other items—this that those curious or interested might become familiar with the many operations of printing and the factors which determine cost.

By this means Dave convinced men of his business ability, of the justice of his prices, and of his own thorough knowledge of his business; and the conviction thus established gave him standing and favor in his neighborhood, and led to many an order going to him unsolicited.

DAVE A GOOD LOSER

It is true that Dave lost many an order because of his uncompromising attitude on the matter of price or profit; and many competitors used against him his published estimates and statements concerning printing costs; but Dave had fore-

seen all this, and was not disturbed or put out when he lost business to his price-cutting critics. He was always a good loser and his comment on his opposition, in essence, was: "I envy —'s ability to quote you that price. I'd like the business, but I simply couldn't afford to take it at —'s price. Perhaps some day I'll be in a position to do as well for you, but right now I'm not, and will have to let the other man beat me." Or, again: "Perhaps I could do the job at the figure — has given you, but I'm afraid to. I must make a profit on what work I do, and if I don't get a profit on your job, I'll be tempted to get a double profit on somebody else's job, and once I begin that, I don't know where I would end up. I'm sorry, old man, but the only safe way for me to work is to make a profit on every job; and, honestly, I wouldn't be making anything if I took your job at —'s price."

Thus did Dave establish confidence in himself and in his prices, make the bargain-buyer more or less suspicious of the price-cutter, or a pitier of the printer who did not know how to estimate correctly and who disregarded profits; and thus, too, did he prosper. It was Dave's visible prosperity, and the uniform justice of his prices that showed the firms of his neighborhood that Dave MacKay was a good man to do business with, and that made them like to do business with him.

(To be continued.)

HE BUYS GOOD PRINTING

I HAVE spent nine years buying advertising printing. Naturally I have some ideas upon the subject, and they are pretty positive ideas.

The chief of these is that you cannot buy printing by the yardstick. I have found that there is only one way to get good printing, and that is to find a good printer, and trust him absolutely. When I have such a printer I never dream of asking for a quotation.

When I suggest such a process to a business man, he goes up in the air, but that is owing to his own lack of experience, and not to the fallacy of the theory. Of course it would be very easy for a printer to get the best of me once or twice on this plan, but if he expected to work for me right along, year after year, he would not sacrifice future orders to any immediate exorbitant profit.

In the first place, printing is expensive. Every time you pare down the price you knock out some quality essential to good printing. Good paper costs money. Good ink costs money. Intelligent typesetting costs money. Perfect presswork costs money.

You can take any good job of printing and do it for one-fourth the price, but you will not have the same job.

The whole theory of getting estimates on printing, if it is to be good printing, is wrong. You might just as well get an estimate on a piece of designing or upon a case of diphtheria. The only question to be answered is—What printer can do the work?—*Ernest Elmo Calkins.*

* * *

PRINTER AND PUBLISHER suggests to good printers that the reprinting of the foregoing in good style, either as a mailing card or in the form of a brochure, and its mailing in its re-printed form to a select

list of printing buyers would constitute an act of good advertising.

JOHN M. IMRIE HAS GONE WEST

JOHN M. IMRIE, manager the Canadian Press Association, has gone West, to attend a series of press conferences and conventions, and expects to be away for six weeks. Mrs. Imrie accompanies him. Mr. Imrie will probably go through to the Pacific Coast.

WESTERN PRESS ASSOCIATION MEETINGS

MANAGER John M. Imrie, of the Canadian Press Association, during his Western trip this month, will submit plans for possible provisional government advertising campaigns to the four provincial governments in Western Canada.

He will attend the following meetings in the course of his trip and report on his work with the provisional authorities and assist the Western division of the C.P.A. in extending their membership:

Manitoba Division meeting, Winnipeg, March 2.

British Columbia and Yukon division, Victoria, March 12 and 13.

Saskatchewan division, Regina, March 30.

Alberta publishers, Edmonton, March 22; Calgary, March 23.

The meetings will be open both to C.P.A. members and other publishers who are not members.

A. R. ALLOWAY TO TOUR MARITIME PROVINCES

THE advisory committee of the Canadian Press Association has approved plans for a trip by A. R. Alloway, assistant manager, through the Maritime Provinces. The plan provides for the holding of nine district meetings and the personal solicitation in their respective offices of all non-members who do not attend any of the meetings. Mr. Alloway will also do advertising promotion work with the Maritime Provincial Governments.

The trip will be made as soon as possible after the return of Manager Imrie from his trip through the Western Provinces.

PRECEDENCE FOR G. P. GRAHAM

IF THE Grahams of the Montreal press must be represented in the British House of Lords, why should not Hon. G. P. Graham, editor of the Montreal *Herald*, be the first of that name to enter the peerage?

The impartial authority of the Crown should not play favorites between Grahams. In the name of the barons of Runnymede, why should not the Graham who edits the Montreal *Herald* go to the House of Lords in precedence to the Graham who publishes the Montreal *Star*?—*Toronto Telegram.*

CONGRATULATING SIR HUGH

SIR HUGH GRAHAM, proprietor of the Montreal *Star*, having been made a baron, J. G. Elliott, as president, on behalf of the Canadian Press Association, wired congratulating him on the additional honor bestowed by the King. "Your journalistic brethren feel complimented also. We wish you long life," were the concluding words.

A Music-in-the-Home Page for Newspapers

And Other Pages of Special Character—Considered
Both as Readers' Features and as Advertising Bait

MANY American newspapers are giving the subject of Music in the Home very notable attention. They are doing this because the theme of music—musicians, musical compositions, orchestras, musical instruments, the operas and dance music—is of surpassing interest to a very large section of their readers, particularly the younger element.

One gets ocular evidence of the appeal of music to young people, and of the consumption of sheet music and records, by a visit to the department stores. In these stores much valuable space is given to the departments of musical compositions and of phonographs. The conclusion is inevitable; it is not to entertain customers and callers that these departments have been introduced, but to make money for the store. Always these departments attract and hold the shopping public, particularly young people. A pianist plays popular pieces of his or her selection, or the selections of would-be buyers; and sales are many and rapid—this in the sheet music department. In the phonograph department, several sound-proof rooms are built, in order to demonstrate records to several customers simultaneously.

MUSIC STORES INCREASE IN NUMBER

In addition to the department stores are the numerous smaller stores which have agencies for phonographs and records. Also there are the piano dealers in the larger cities who act as agents for phonographs, and who "put on" free public concerts once or twice a week in rooms specially designated as concert rooms, and frequently very beautiful architecturally and in their decorations—all this to meet public desire and to sell music, records and musical instruments.

Just as the "movies" have worked a revolution in the theatrical field, so have phonographs and their records worked a similar revolution in the world of music.

MUSIC-LOVERS ARE INCREASING

The new order of things is hinged: "canned music," as it is irreverently called, has bred a new lot of music lovers and music buyers, and the enlarged musical constituency has produced a new market for music.

Still another factor to be noted is the influence of conservatories and choirs: these develop musical culture and musicians; and these clamor for their food.

Perhaps the greatest of all forces at work to widen and deepen the desire for music, musical instruments, and musical merchandise of all sorts is the commercial interests—the makers of pianos, player-pianos, phonographs, sheet music, records, violins and all the rest of them. The makers of such merchandise are spending in Canada and in the United States vast sums in the aggregate to increase and ensure the consumption of their products.

AN ENLARGED MUSICAL MARKET

The conclusion to be drawn from the above facts is that a very considerable public is ready to read about music in its broad phases; and it would seem, there-

fore, to be good policy on the part of Canadian newspapers to devote much space to musical subjects.

In the United States, a growing number of newspapers carry "Music in the Home" pages—important dailies in New York, Cleveland, St. Louis, to name but three representative cities. These pages are magnets for the advertising of local music firms.

In Canada the *Toronto Courier* has given much attention to music—this because of the interest in music and musicians of its present editor, Mr. Augustus Bridle.

Recently a class publication, *The Canadian Journal of Music*, published in Toronto, and having its circulation chiefly among the profession, was brought into being. For the trade, there is the *Canadian Music Trades Journal*, published by the Fullerton Publishing Company, Toronto.

THE OPPORTUNITY FOR THE NEWSPAPERS

But none of these publications reaches the public at large, nor is intended to reach it. It remains for the newspapers—daily and weekly—to be the purveyors of musical news, lore, inspiration and stimulus; and if they assume this burden, the certainty is that they will take on an added appeal, and will probably attract a new constituency of readers.

MUSICAL PUBLISHING MATERIAL

The question arises: Where can good musical publishing material be obtained? One answer is from some of the American syndicate services, one or two of which provide musical material. Another source of supply is the musical publications of which there are several. Still another solution of the difficulty is the engagement of some capable musician, with editorial instincts, and to entrust the preparation of a musical page to him or her. But the long and short of it is—where there's a will there's a way.

ADVERTISING POSSIBILITIES

In making the suggestion that Canadian newspapers should inaugurate a regular music-in-the-home feature, **PRINTER AND PUBLISHER** has in mind, not only the news and cultural value of a feature of this sort, but also the possibilities of new advertising revenue. It is pretty certain that a goodly volume of special advertising can be obtained from local firms, and the chances are that the national advertising of the makers of music in its various forms can be secured.

In this connection, it may be noted, perhaps quite unnecessarily, that numerous newspapers in Canada devote more or less attention to poultry, farm topics, the electrical world, motoring, insurance, schools, churches, legal matters, gardening, books, astronomy, dress, chess, sports and so on—in many cases without a single inch of directly related sustaining advertising. They run these departments or features for the good and sufficient reason that their readers are interested in these subjects—not all or even a large proportion of their readers, but a sufficient

number to justify the gift of the space used in connection with the subjects named. Why, then, not a musical page?

IS IT "FREE PUBLICITY?"

An answer to this question is furnished by some having a highly developed sense of smell, and perhaps by the yellow bulletins of the Canadian Press Association. They say:

Fee, fie, foe, fum,

I smell the blood of a commercial interest.

I smell a nigger lurking somewhere

—and so when they have located, or think they have located, the commercial interest which will be benefited by the publication of musical news, book news, gardening news, insurance news, up goes their guard, gates are locked, and they say—"Pay, pay, pay, before you can enter."

PRINTER AND PUBLISHER is much in sympathy with many business managers and the Canadian Press Association in their purpose to suppress free publicity, yet at the same time asks the question: Isn't there sometimes an over-developed ability to discover free publicity in suggestions that seem on the face of things to "play the game" of certain commercial interests?

THE JUSTIFICATION OF SPECIAL FEATURES

Beyond a peradventure the publication of a strong woman's page, of good financial news, of motoring news, of country life, and so on, does promote some commercial interest; but surely the first and only and last question is not—Will the publication of a feature or department promote some commercial interest? A better question is—Will its publication please and win and hold readers? A secondary question is: Is there a chance in the publication of a special page, or department, or feature to secure allied advertising?

PRINTER AND PUBLISHER repeats what it has so often declared: There are realms of interest and of revenue in the country as a whole, and in local communities, but indifferently used by publishers, and it may be that the realm of music is a case in point.

WANTED—A COMMA

MESSRS. Editors and Printers, men who really ought to know,

Give, oh, give us back the comma of the happy Long Ago!

Comma that divides the sentence so that he who runs may read,

Bidding suns of sense shine sweetly through the clouds that would mislead.

Never did we love the comma as we love it now 'tis gone,

Letting sentence after sentence blind and aimless wander on,

While we struggle through the darkness, fitting words to this or that,

Only finding as we muddle more and more to wonder at.

Till we see that one small comma, like a bright October moon,

Could clear all in one brief instant, would the printer grant the boon;

Oh, I know full well you hate it, but, please, cruel printerman,

Give us back the dear old comma, and as quickly as you can!

LIBEL ACTIONS DISMISSED

ACTIONS brought by Mrs. Stanley Cullen for \$10,000 each, against the *Toronto Mail* and *Empire*, *Halifax Herald*, *St. John Standard*, *Telegraph* and *Globe*, the *Moncton Times* and *Sydney Post*, were dismissed. The basis of the actions was a news paragraph sent to the newspapers mentioned by their Montreal correspondent, on February 25, 1912.

The presiding Judge (Latchford) said: "The article is substantially true, although truth alone would not excuse defendants for the publication of a libel. The press has not, any more than the citizen, the privilege of publishing slanders and libels, even when they are true, since the greater the truth the greater may be the libel."

WHAT LIBEL IS

"Libel, according to well known definitions, is everything printed or written which reflects on the character of another, and is published without lawful justification or excuse; and generally a libel consists in words written or published which produce in any given case appreciable injury to the reputation of another. In the news item complained of by plaintiff there is nothing which can reflect on her, that can affect her reputation in any way to any extent; there is nothing in this news item telling what she has done that she may be ashamed of, everything she is said to have done being, on the contrary, perfectly correct, legitimate and honorable. The special construction plaintiff puts on the article is not warranted by its terms; her construction is not correct and natural, but forced and false; and she has not proved her special allegation about the meaning she put — and says others put — on the article."

"Just as plaintiff was free to take an action in damages, or not take action, so any person was perfectly free to tell, as a topic of conversation, that she had done so. And to this extent, at least, the so-

called liberty of the press exists as it exists for any individual. Plaintiff has not proved the allegations of her action and that defendants have proved the allegations of their plea, the court maintains defendants' defence and dismisses the plaintiff's action, with costs."

McNAB SUES SIR WILLIAM REID

AS AN aftermath of the troubles of the *Montreal Evening News* and *Daily Morning Mail*, which suspended some weeks ago, owing to the withdrawal of Sir William D. Reid, the heaviest shareholder in the company, but resumed publication later, A. McNab, has sued Sir William for \$20,700, alleging a personal claim to that amount. No statement of the nature of the claim, or the basis thereof has been given, other than to relate in the usual formal terminology, that the claim was a personal action, of the first class, for the amount stated.

TORONTO SATURDAY NIGHT ACTION

THE appeal of the Augustine Automatic Rotary Engine Company from a decision of a jury in the Assize Court which dismissed that company's action against *Toronto Saturday Night* for \$50,000 damages for alleged libel has been allowed. This decision will require that the action be reopened.

Reversing the decision of the lower court Mr. Justice Lennox in his judgment said in part: "The defendant acted in good faith and in the public interest. I regret the decision that I am compelled to come to in this appeal."

WINNIPEG CONTEMPT CASE

THE Winnipeg editors' contempt case was adjourned *sine die* to be called again on two days' notice to the parties. No progress was made with the case as Mr. Jus-

tice Prendergast was absent, being ill in Montreal, and counsel for the respondents declined any consent to the Crown going ahead with less than a quorum of the King's Bench *en banc* sitting.

HAMILTON TIMES IN LIBEL SUIT

LIEUT.-COL. W. E. S. Knowles of Dundas, commander of the 129th Overseas Battalion of Wentworth, issued a writ against the *Times Printing Company*, Hamilton, for unstated damages, alleging libel in the publication of a letter from England, which, he says, seriously reflected on the officers of the battalion. He also asks for a mandamus to compel the paper to publish an apology.

JUDGE WITHDRAWS FROM CASE

BECAUSE of his interest in the *Globe Printing Company*, which is concerned in the action of the Canadian Press Association against the Eddy Advertising Service, Ltd., Chief Justice Sir William Mulock left the bench at the City Hall and turned the case over to Mr. Justice Clute. The case is proceeding.

The suit for \$1,498.62 started by the Press Association is for a number of accounts contracted for advertising with a number of Canadian newspapers which are unpaid. On the understanding, it is alleged, that Mr. E. B. Eddy would be personally responsible for the accounts, the Association recognized the agency.

STONE LIMITED LOSE CASE

JUDGMENT in full was awarded to Joseph E. Ellery, a New York art publisher, who sued Stone Limited for \$273.58, balance due on a consignment of German art goods supplied before the war. Defendants' counterclaim for \$473 damages for loss sustained through non-completion of contract was dismissed.

The goods were to have been shipped f.o.b., Germany, but a Government Order-in-Council, passed in September, 1914, put an end to the importation of German-made goods. The Judge held that the Order-in-Council cancelled the contract.

THE printers of Winnipeg last month conducted a bonspiel in which some 12 rinks were entered. Games were played on Saturday afternoon of each week, and a very friendly rivalry among the rinks was created.

**The Button that
Built a Business**

SERVICE

Dupuy & Ferguson

GRAINES DE SEMENCE

SEED
ANNUAL
1917

GLAIEULS
DE
FERGUSON

FERGUSON'S
GLADIOLI



Booklet produced by R. G. McLean Ltd., Toronto, for the Goodyear Tire & Rubber Co. of Canada. This job within and without is well done — well handled typographically. This publication invites reading, first by its dress. Cover as above was in three colors—black, green and burnt orange on a white antique stock.

Front page of seed catalogue produced by the printing department of La Patrie Publishing Co., Montreal. Original in three-color process. The entire handling of this catalogue is most commendable. Fine judgment was used in the selection of type faces for contents pages, and in the composition.

Cover of brochure produced by The Sunbeam Press, Montreal, to advertise its own service. The cover stock was grey. The emblematic designs were embossed, the colors used being: ivory, apple green, and cocoa brown. The effect was exceedingly chaste, attractive and rich. The entire production was a convincing demonstration of the ability of this printing firm to do fine printing and designing.

Department Stores Check National Advertising

Publishers May be Standing on Their Own Foot—The New Marketing Conditions
—The Rise of Trade-marked Goods—The Small Retailer the Publisher's Real Friend

By JOHN C. KIRKWOOD

NEWSPAPERS which carry much department store advertising do not help to foster or make productive the advertising of makers of standardized and identified products — the class of advertising commonly known as national advertising.

The big department stores in metropolitan cities are the dominating merchandising centres: they supply the great majority of the people with their dry goods and practically everything else except groceries. And even as distributors of food products the department stores are powerful and important.

The department stores are notoriously unfriendly to nationally advertised, standardized and identified articles, preferring to sell private brands, and showing a disposition to price-cut nationally advertised goods—sometimes to attract trade, sometimes with the deliberate purpose of injuring the trade-marked and nationally advertised lines which are competitors of their private brands.

NATIONAL ADVERTISING A HARD PROBLEM IN CANADA

In Canada, owing to a variety of causes or conditions, it is difficult for a maker of a standardized, identified article to advertise his product successfully and cheaply. He must use many mediums to cover the country because Canada lacks publications of huge national circulations such as are found in the United States. Also, Canada's population is so thinly diffused territorially, and so segregated, that the contagion of advertising, so to speak, which occurs in thickly and continuously populated countries, is lacking in Canada.

To make this point clearer:

Ontario, in its older-settled portions, particularly Western Ontario, provides a fairly densely settled community, of the class liked by advertisers. Then westward, occurs a comparatively unsettled area of a thousand miles lateral extent before the Prairie Provinces are met. Even in these provinces, while they are continuously settled with a fine and responsive people, the number of people to the square mile is very few.

Then the Rockies intervene, and a population of less than half a million is found in a territory of vast extent—in a province chambered by mountains which separate community from community by walls of tremendous height.

Eastward is Quebec, a province speaking another tongue, and peopled by a race of peculiar genius. This province intervenes another thousand miles between English-speaking masses; and even in the Maritime Provinces, the French tongue is spoken by a very large percentage of the million or less people which occupy these three provinces.

Contrast this settlement in its geographical, racial and language features, with the settlements of the United States

and of Great Britain; and you have a clearer perception of the handicaps which baffle those who would advertise nationally in Canada.

To all this must be added the handicap or obstacle of the huge department stores and mail order houses, with their gigantic sales. These distributors of private-brand goods compete directly with, national advertisers and rob them of a full opportunity to "cash in" on their advertising efforts and expenditures.

PUBLISHERS AND DEPARTMENT STORE ADVERTISING

Newspaper publishers must take cognizance of these facts and conditions, and they are wise, in their own behalf, when they seek to reduce, rather than seek to enlarge, the amount of department store and mail-order advertising carried by them. Far longer-sighted is the policy of encouraging the advertising of small stores—the specialty shops which multiply rather than diminish in every community.

SMALL STORES AND THEIR VALUE

The smaller stores, tending always to become specialty shops, become the natural distributors of standardized, identified goods. They have not the buying power of the department stores, and so are much more dependent on near-by or domestic manufacturers from whom goods can be obtained at all times and speedily; and manufacturers able and ready to give this service are becoming more and more the makers of standardized, identified goods.

CHANGE IN MARKETING METHODS

The manufacturer of a past day sought orders from retailers in large quantities: he solicited big orders once or twice a year. This gave him a huge volume of immediate and assured business, and when these orders were filled, the manufacturer was not able to do a guaranteed sorting business at the same prices quoted on the large order, even when the law of supply and demand was not a factor.

The newer idea in merchandising, for both retailers and manufacturers, is frequent small orders, of the repeat kind—orders for identical goods. And this development, in turn, has led manufacturers to stabilize and standardize their product as much as possible—to make as few lines as possible. And these of uniform character and price as much as possible; and put themselves in a position to supply dealers with goods all the year round—goods which can be ordered by number or name or brand, by letter, telegraph or telephone.

Also, the new conditions have required manufacturers to have stocks of their standardized, identified merchandise carried at many points—by wholesalers, special agents, or by branch warehouses—this to give retailer customers quick service at lowest possible delivery costs.

SELLING COSTS ARE HIGHER

The new conditions of trade require manufacturers to call on retailers with much greater frequency than formerly. This involves an increased selling expense which may, however, be compensated by the larger aggregate annual business received from customers. At the same time it is a fact that selling costs have risen greatly by the new order of things.

MANUFACTURERS MUST TRADE-MARK THEIR PRODUCT

Quite apart from selfish interest, the new conditions of marketing have compelled manufacturers to trade-mark or identify their products—this to make their re-ordering simple, and to perpetuate continuity of demand. Also, the new marketing conditions have compelled manufacturers to produce a standard and uniform quality—this to assure continuity of demand. Quite apart from the consideration of selfish interest, it will be clear that the new marketing conditions make the business of those selling a bulk, unstandardized, unidentified article very uncertain, very unstable, very perilous. Self-protection has required manufacturers to identify their product, to make it of a standard quality, and to labor, by frequent calls and by advertising, to secure the regular custom of the retailer.

THE COMPULSIONS OF THE TRADE-MARK

In a former day, under the old conditions, when goods were not trade-marked and when uniformity of quality was not provided for or assured, manufacturers could market their goods through jobbers or wholesalers, without great or imperative necessity to call on the retail trade. But when manufacturers trade-mark their products, and make them identifiable by brand or package; and when continuity of demand for this identified product becomes a business *desideratum* and necessity, then manufacturers are under the obligation of calling directly and frequently on retailers with consequent beneficial effects for all concerned—manufacturers, retailers and wholesalers. But the new obligations increase of necessity both production and selling costs. They also lead to a higher quality of product; for the moment a manufacturer puts his own name or mark on his goods, thus identifying them and relating them to himself, he accepts responsibility for them; and both pride and business prudence combine to cause him to produce a worthy product—one that will not shame him or injure him; but that, on the other hand, will be creditable to him and cause consumers to prefer his product—because of its known and maintained excellence, its superiority in cleanliness, manufacture, and quality, and in all-round dependability—to the bulk, unidentified, unsponsored, unstandardized product of the same class and kind.

THE GAIN TO RETAILERS

The retailing of merchandise of standardized, identified goods is the fortress—the refuge and stronghold—of dealers in a small way of business—small, that is, in comparison with the department stores. These dealers must depend on standardized, identified and advertised goods for their continued success; for thus can they buy safely and cheaply, and thus can they give an acceptable service to the public. The smaller retailers, therefore, are the logical and, in the aggregate, the largest distributors of standardized, identified goods; and are, therefore, the objective, the hope, of the maker of trade-marked goods widely advertised and in general demand.

WHERE THE LOCAL PUBLISHER COMES IN

Where retail stores of the type described flourish, there the manufacturer of a trade-marked product of standard quality is likely to have largest and most permanent distribution; and in the communities where his goods are most freely and regularly sold will a manufacturer be disposed to maintain local advertising.

Where good small retail shops abound and flourish, there is likely to be, ought to be, and probably will be, the largest use of local newspapers by manufacturers whose goods are nationally advertised and have national distribution. And, conversely, where small retail shops are overshadowed and adversely affected by a few great retail establishments of the department store type, there national advertisers have a check and there is their advertising likely to be least resultful.

Publishers of dailies in our smaller cities and of country weeklies ought to take comfort and hope from these reflections, and ought to be diligent in the solicitation of national advertising—this in the knowledge and confidence that national advertisers and makers of standardized and identified merchandise have a better field for the sale and consumption of their products in those communities where are absent great department stores with their known indifference and unfriendliness to products nationally advertised, and price-marked or price-known or price-maintained.

A. MCKIM LIMITED REORGANIZED

T. N. MCKIM, a brother of the late Anson McKim, who was killed by a train a few weeks ago, has succeeded to the presidency of the McKim agency in Montreal. Mrs. Anson McKim becomes vice-president and W. B. Somerset managing director. F. E. Stephenson, secretary. Mr. Somerset, Mr. Stephenson, and Charles P. Pearce, manager of the Toronto office, will form the board of directors. There will be no change in the business policies of the agency, it is stated.

AGENCY NOTES

The Waltham Watch Co., Montreal, is placing its advertising through the Norris-Patterson Agency.

The Canadian advertising of Chalmers Motors Company is being handled by the Baker Advertising Agency, Toronto.

The Canadian Chewing Co., Toronto, is about to launch a big campaign in Canadian newspapers, through the Norris-Patterson Agency.

Since January first the accounts of Canadian Fairbanks-Morse Co., Palmers Limited, Dominion Cartridge Co., Canadian Explosives, Ltd., Canada Paint Co., Ltd., Dagget & Ramsdell's (New York), Gunn's Limited, Gunn, Langlois & Co., Ltd., Jose Granda, Ltd., Perrin Frères, Ltd., Sherwin-Williams Co. of Canada, Ltd., François Vibert (Paris), have been entrusted to the Canadian Advertising Agency. Also the Canadian Advertising Agency will handle the Canadian advertising of the Champion Spark Plug Co., Ltd., Toledo, Ohio.

To the Printers of Vancouver.....

IT is well said of you, gentlemen, that you are the "aristocrats of labor," for your craft is also an art, and an intellectual pursuit into the bargain. From your ranks have come men who took top places in most of the important lines of endeavor. Thinking of printing, one's mind instinctively flies to the great Caxton, and, perhaps a greater man, though mayhap not a greater printer, Benjamin Franklin, journalist, diplomatist, statesman and philosopher. . . . Your craft brings you close to the written wisdom of the world, to its busy happenings, to its poetry, to its progress. . . . So you know of the strides that have been made in modern medicine and modern dentistry, and of the vital bearing which good teeth have on good health. . . . You realize, also, that in your sedentary pursuit the sound stomach and perfectly working digestive apparatus you require to keep you in health is in largest measure dependent upon your teeth. . . . You know that modern medicine blames bad teeth for half the ills that man is heir to, from indigestion to cancer.

MY "Perfect" Crowns and Bridges, which I claim to be the ideal method of replacing the lost natural teeth, will appeal to you both as an artist—because of their fine natural appearance and splendid workmanship which goes into them. . . . I have prepared an illustrated booklet describing and illustrating in detail these "Perfect Crowns and Bridges." . . . It tells you how to estimate your own dental needs. May I send you your copy?

DR. LOWE

Vancouver's Greatest Dentist

Corner of Hastings and Abbott Sts.

Seymour 5444

Opposite Woodward's

The dentist who inserted the above advertisement deserves business because of his smartness. If for no other reason. He evidently believes that printers have bad teeth, and cleverly points his canvass. Apparently the ethics of the profession in Vancouver permit "Vancouver's Greatest Dentist" to employ printers' ink in an unrestrained way.

ADVERTISING NOTES

The Benjamin Electric Manufacturing Co., makers of the famous Benjamin "92" plug, and various electric devices, have placed their advertising with Smith, Denne & Moore, Ltd., Toronto. Copy will appear in leading newspapers and magazines throughout Canada.

An extensive advertising campaign to further popularize oak as a building timber is to be launched soon by the American Oak Manufacturers' Association. This step was decided upon at a recent meeting of the executive committee in Memphis. H. B. Weiss, of Memphis, has been appointed chairman of the advertising committee.

Mansfield House, formerly head of the Advertising Service Company, Montreal and Toronto, has severed his connection with the firm. His interests have been purchased by Solomon & Cockfield, who will continue the business as usual, Mr. Solomon taking charge of the Toronto office, and Mr. Cockfield of the Montreal end of the business. The firm has recently added to its personnel by securing James Gallagher, formerly with the Acton Publishing Company, as a copywriter.

"The advertising ingenuity which allied Government authorities are exercising to raise subscriptions for the war loans," says the New York *Evening Post*, "receives striking illustration in letters arriving here from Canada. The Dominion's efforts to reach her French community extend to the very cancellation marks on the envelopes. The rectangular stamped form used by Montreal bears the outline of a British flag on the right end,

which cancels the stamp, and on the left end the following boxed words: '\$25 pour \$21.50. Comment? Demandez a votre banque ou au maitre de poste.'"

Wylie B. Jones and Herbert E. Woodward, of Birmingham, N.Y., who conducted the Sargol Company in that city, were sentenced on February 17 to pay fines aggregating \$30,000 for fraudulent use of the mails in connection with their business. They paid the fines. Jones paid \$20,000 and Woodward \$10,000. The former handled the Sargol advertising through his advertising agency in Binghamton, N.Y. The Sargol continues to be advertised in certain Canadian newspapers. The case clearly showed that Sargol was sold under fraudulent claims, that its virtues were misrepresented, its promises false, and that the defendants persisted in carrying on an unlawful industry after the unlawful character of Sargol was shown to them.

CANADA ADVERTISES IN THE U.S.A.

WITH the object of securing as much farm help from the United States as possible advertisements for farm help will appear in about 7,000 papers in the United States, the papers being selected with the single object of reaching the largest number likely to be interested in the subject.

PETERBORO REVIEW COMPANY

The Peterboro Review Company, Ltd., has been incorporated by the Canadian Government with a capital of \$60,000 to take over the business recently carried on by the Peterboro Review Printing & Publishing Company, Ltd., now in liquidation. The new incorporators are Thomas F. Matthews and James Kendry, manufacturers; James Lynch, druggist; Edward A. Peck, barrister; Albert H. Stratton, all of the City of Peterboro.

ONTARIO AIDS FARMERS BY PAID ADVERTISING

THREE distinct advertising campaigns have been decided upon by the Ontario Department of Agriculture. One will have as its object a vegetable garden for every home in Ontario. There will be four advertisements in the daily and weekly newspapers of the province and two or more such advertisements in the monthly publications that can be effectively used in such a campaign. The campaign has already begun and the last advertisement will appear during the week of April.

Another campaign will deal with securing additional help for the farmers to enable them to increase their production. Those who are not engaged in other work will be urged to offer their services to increase agricultural production and others will be urged to spend their holidays on a farm and in that way "do their bit" for the provincial farms.

There will be five advertisements in every daily newspaper and at least three advertisements in every week. The campaign commenced on March 3.

Both of the above campaigns will be placed through McConnell & Fergusson, who handled the "patriotism and production" advertising of the Dominion Department of Agriculture in 1915. The total appropriation will be approximately \$18,000. Dailies will receive contracts for 3,800 lines and weeklies for 140 inches.

To bring together those who have good seed to sell and the farmers who wish to buy seed is the purpose of a third campaign. All rural weekly papers and farm publications of the province will be used. The advertising in the rural weeklies is being placed through the local district representative and the advertising in the farm papers is handled directly by the Ontario Department of Agriculture. The campaign commenced on February 22.

STANDARD LENGTH OF PRINT PAPER ROLLS

THE standard lengths of print paper rolls have now become:

For 8-column newspapers, 71 inches.

For 7-column newspapers, 65 inches.

Less Dependent on Advertising and Advertisers

Publishers Have an Unexampled Opportunity Right Now to Deliver Themselves From the Bondage of Advertising—Something Concerning Higher Subscription Rates, and Publishers Who Block the Game

IF AN appointed committee of publishers were to sit down to-morrow to consider the matter of an all-round raise in the subscription and street or newsstand prices of their publications, they would have to come to the conclusion that never before in all Canada's history were the right conditions present in such amount or degree. Yet in spite of the fact that every favorable condition exists, and of the fact that the need for an all-round increase presses, many publishers of daily papers, weeklies, trade papers and periodicals in Canada are hesitating to make the advance, because of fear. They have the convincing testimony of those who have already taken the forward step, but reason does not always govern the mind—even the mind of men at the head of great publishing houses.

THE HUMOROUS SITUATION IN TORONTO

Take the situation as found in Toronto, for the sake of illustration—among the dailies of which there are six. Of these six four are supposed to be powerful, dominant—leading papers in Canada, and they are papers of this type. The remaining two are less strong financially and in the matter of circulation; and so are supposed to listen with greater rapture to the jingle of a silver dollar or of a copper cent.

The Big Four Group—*The Globe, The Mail and Empire, The Star and The Telegram*—are often a clique—a quartette in holy or unholy alliance. For example, they have agreed among themselves not to allow agency commission on the business of national advertisers whose head offices are in Toronto, or within ten miles of its nearest city boundary;—this in defiance of custom, of advertisers and agencies, of the Association of Canadian Advertisers, and of the opinion of many brother publishers in other cities.

But when it comes to raising their street-sale and delivery subscription rates, these four papers cannot trust each other. They profess, individually, to want to raise the cent price to two cents; and the subscription price to 35 cents a month or higher; but each fears the other. In all this you have a comedy.

MONTREAL FEARS TO GO TO 2 CENTS

In Ottawa very bitter rivals have faced the present situation, and raised prices. In Winnipeg and Vancouver; and in many of the prairie cities, the needful step has been taken. In Montreal, *The Gazette* gets its two cents; the other papers want two cents, but they cannot trust each other, and so no paper will take the forward step.

And so it is in numerous other cities.

IN THE SMALLER CITIES

In the smaller cities of Canada, particularly in Ontario, the 2-cent price is common, and citizens pay it without demur, knowing full well that, judged by money-value, the local paper is dear in

comparison with a metropolitan daily. They pay the 2-cent rate because they get a sort of news—local news—not provided by the metropolitan dailies, whose sales extend into their communities. The publishers of dailies in these small cities simply must get their 2-cent rate—it is a matter of life with them; and they get it in spite of the larger value represented by a metropolitan daily. Also, in many of these small cities, the 1-cent metropolitan daily sells for 2 cents—perhaps in some places for 5 cents—proving that the 2-cent rate is obtainable in communities where the metropolitan daily is least wanted and has least value.

OTHER PUBLISHERS HAVE RAISED RATES

The country weekly newspapers have proven conclusively that the public will pay a higher rate for their local papers—and this, as a rule, without great protest. Some of the trade papers have raised their subscription prices 50%, and have actually increased their circulations since. Some of the monthly magazines have raised their price to subscribers, without loss of circulation.

So the whole matter is on a demonstrated basis; it is out of the arena of conjecture.

BECOMING INDEPENDENT OF ADVERTISING

Publishers ought to raise their subscription rates now—when they can, when the public expects to have to pay more for its reading, when the public knows most fully that paper prices have jumped away up—this in order to make themselves more independent of advertisers and advertising.

Too long have publishers looked to advertisers to pay them the costs of production, and now advertisers are protesting against this in an organized way. They claim that their investigations into costs and results show that newspaper advertising is costing them too much. Whether this is true or not **PRINTER AND PUBLISHER** is not at this time concerned with. What **PRINTER AND PUBLISHER** is contending for is that publishers obtain more for their publications viewed as a *manufactured product*, and that they should be continually striving in the direction of independence of advertisers and advertising. The time may never come when any newspaper in Canada or elsewhere can be entirely disregardful of advertising revenue, but it is a fact that just now, in both Canada and the United States, publications are being issued or planned without anxiety or regard for advertising revenue as a needful wherewithal to pay for production and distribution costs.

THE MADNESS OF PUBLISHERS

Publishers have gone mad over advertising. They have devoted enormous energy, the finest brain power, and fabulous sums, to the development and procuring of advertising. They have lowered editorial standards and ideals at the behest of advertising and advertisers.

Frequently they have sold themselves in soul and body to advertisers—to the department stores. And now the public is resenting the perversion of the newspaper's highest and truest functions. The public is ready in mind and purpose to pay more for a smaller and a better newspaper—this in Canada, in the United States, and in Great Britain.

BLOCKADING PUBLISHERS

It is not given to every publication to be a leader—or take the first steps into an unknown country; but it is for every publisher to be faced the right way, and to help on by vote, influence, and alliance, the movement towards better conditions.

Many publishers in Canada to-day, refusing, hesitating, to raise subscription rates, are very prominent and influential men in their local and in wider communities. They are being waited on by lesser men to take the lead in the matter of higher prices, and their inaction is robbing many publishers of what they should now be receiving. In this crucial time, these publishers—"key" publishers they have been called—are not measuring up to expectations or to obligations; and so they are proving themselves to be unworthy of the elevation to which they have been raised by their brethren.

In some cases these "key" publishers are actually rejoicing in their knowledge that they are blockading the welfare of competitors. In some cases it is suspicion and fear that are keeping them back.

But over all loom two large facts: the need to obtain more money from readers and to become free from the bondage of advertising is great and urgent; and the time for taking the advanced step is NOW.

MAY THEIR TRIBE INCREASE.

WE are in receipt of the following letter: "Please find enclosed a cheque for \$15 which I think will clear me to the end of the year. I have taken *The Colonist* for over forty years and consider it one of the best papers in Canada and the best in the Province." The letter recalls an incident that happened some time ago. Mr. James Watts, then one of the proprietors of the *Carleton Sentinel*, of Woodstock, N.B., had a caller one day, who asked: "How much do I owe you?" Mr. Watts asked his name and the caller replied that the amount might not be charged to him, and explained that twenty-five years previously he had gone West, leaving instructions that the paper should be sent to his father, who had been receiving it. Mr. Watts looked up the name and said that the amount due was \$37.50. The caller proceeded to place \$75 upon the table, saying: "I'll pay what's due, and to avoid mistakes I'll pay another twenty-five years in advance." We fancy this must be a unique experience in newspaperdom.—*Victoria Colonist*.

A LONG WAIT

THE *Mercury* received a cheque for \$4 from a subscriber who was in arrears for years and desired to pay two years ahead. The editor and staff danced for joy at receiving such a wad at once, but, alas, the rejoicing was short lived, for when we tried to cash it at the bank, the man in the cage gave it the once over with his eagle eye and told us we had better will the cheque to our greatest-great-grandchildren as the idiot who caused so much joy and sorrow in so short a time, had dated the cheque 1971 instead of 1917, a little wait of 54 years.—Guelph *Mercury*.

A "PAY UP" APPEAL

THE *Tweed News*, in a frank, public letter addressed to its subscribers, soliciting

any further sacrifice that may be necessary.

In the meantime we want all our subscribers to help us out by paying their subscriptions, not only up-to-date, but up to the end of this year."

Good, plain appeals of this sort do everybody good.

PRESS DAY IN A COUNTRY PRINT SHOP

WE endeavour to go to press with the *Star* each Wednesday morning at 10.30 o'clock. Last week we were late on account of belated ads., extra correspondence and other news. We made a start shortly after eleven.

Our first stop was to fix a column rule that was too high. Next we found our new rollers needed adjusting. We were running a fine screen cut of a resident

to pay \$3 for subscription, but the walk was so slippery she could not get in.

Next we hiked after the mail and landed back just in time to answer a telephone call. While talking we glanced at the paper and noticed Sir William had given the women a vote. Truly we wished a few of them were here to take up the task where we left off and let us go home to get the dinner.

At this stage one of the water taps started to leak and we had to send for the plumber. Then our tenant informed us that there was no water in the tank upstairs. We discovered the sucker in the pump in the basement would not work. We sent an S.O.S. for the pump man. After the second call he arrived.

The dinner horn blew and we shut down the works, feeling nothing could happen any way until our return.

After a hasty dinner we told the kid to throw a few shovels of the black diamonds in the furnace and made a hasty exit, not noticing the ice on the top step. Because of this negligence yours truly landed squat at the bottom of the steps in about four inches of water. This meant a complete change of garments and considerable delay.

About the only trouble we had during the rest of the run was a loose belt on the folder.

At five p.m. we had a shave and a rest and felt it was the end of a "perfect day." In walking back through the shop we noticed something on the floor, and upon enquiry learned that during our absence the temporary devil and the regular devil had had a scrap and the consequence was one of them put his foot through one of the paper forms which was standing on the floor.

Say, we had enough printer's "pie" on hand to last a month. I told my wife the day's experiences on my arrival home and she remarked: "Wasn't it lucky the form didn't get 'pied' before you went to press." Can you beat that? Stafford, the shoe man, said: "Oh, well, you only work one day a week anyway."

We appeal to our readers for sympathy. —P. George Pearce in the *Waterford Star*.

QUEBEC WEEKLY CEASES PUBLICATION

WITH the issue of January 31, 1917, the *Compton County and Lake Megantic Chronicle* was allowed to sink into oblivion and the realm of forgotten things. Established by the late L. S. Channel, one of the pioneer newspaper men of the Eastern Townships, in 1891, it was for a quarter of a century an important factor in the life of the community. With the advent of the rural mail delivery the city dailies have taken the place of the country weekly in many homes, and although the latter fill a place the dailies cannot fill, still, in the march of progress, many are being left behind and discarded. The present war, also, has had a detrimental effect on the newspaper world. And so, for various reasons, *The Chronicle* has been discontinued.

STRATFORD BEACON'S ENTERPRISE

The Roberson Travelogues are to be given in Stratford in conjunction with the *Beacon*. The originator of these travelogues died recently, but arrangements were made with another widely travelled man to interpret the Roberson pictures.

The Free Press Announces an Advance In Its City and Suburban Subscription Rates

The new rates, which become immediately effective, are as follows:

Manitoba Free Press-Morning

Per Month **50c**

Payable in two semi-monthly instalments of 25c, due on the second and fourth Saturdays of each month.

The Free Press Evening Bulletin

Per Month **45c**

Payable in two instalments of 20c and 25c, due on the second and fourth Saturdays of each month.

The rate of 50c per month for the Morning edition of the Free Press requires little explanation, as it is the rate which has been in effect for many years. It is generally recognized as the minimum subscription rate for a Morning paper in this city, and is in advance of only a few cents a month over the rate which has been charged for the last two years.

In regard to the new rate for the Evening edition, the Free Press appreciates that this is a substantial advance over the rate which has heretofore prevailed and recognizes that its readers are entitled to the fullest possible information in respect to the reasons which have made this advance necessary. Some years ago the Free Press printed not in a series of announcements addressed to its readers and to the public generally, that the subscription rates charged by Winnipeg newspapers were very much lower than the average rates prevailing in the United States and Canada, notwithstanding the indisputable fact that newspaper production in Winnipeg and Western Canada was much more costly than in almost any other section of the North American Continent. The statement of the prevailing conditions as set out by the Free Press at that time was in no way exaggerated or overdone, and the Free Press has never withdrawn nor modified the rate which it then made out for the sake of high circulation rates.

In the meantime, however, world-wide conditions have arisen which have increased, virtually to the breaking point, the Publishers' burden, even in cities which are more favorably situated for the production of newspapers than is the City of Winnipeg.

Newspaper paper, which forms almost one-third of the total expense of producing a newspaper, and before the war, at about 85c per hundred, has now advanced to \$1.00 per hundred. The last two years have witnessed a record of drastic increases until today the cost of newspaper paper on the largest contracts has advanced from nine to twenty-five per cent, while smaller papers have been obliged to bear percentages of increase for their own reasons and a considerable number have actually suspended publication through inability to secure the necessary newspaper, though willing to pay the highest market price. What the rate of advance means to the newspaper publisher in the way of increased cost becomes strikingly apparent when coupled with the fact that a newspaper of the size and circulation of the Free Press consumes in the course of a year approximately 5,000 tons of paper.

Newspaper paper, however, is not the only factor in newspaper production which has been subject to drastic advances in cost. On the contrary, even important advances into the making of a

newspaper shows a corresponding increase in price. Printing ink has advanced approximately 50 per cent, electricity not at all, but has advanced from 30 per cent to 75 per cent, with similar advance in wrapping paper, making paper, type, press blankets and repair work of all kinds. From the wage employed in cleaning and wiping the presses have advanced 80 per cent in cost. There has also been a substantial increase in the cost of labor, which results with newspaper as an outstanding expense of production.

These increases are already noted, have not been confined to Winnipeg or Western Canada. They are world-wide in their operation and are due to conditions of which the war is only one of a number of causes. Newspapers are therefore confronted not by an emergency, but by a continuing condition requiring a permanent and substantial increase in their sources of revenue. These sources are two in number, advertising and subscriptions. Hereafter, Publishers have usually met all burdens of increased cost by levying increases in advertising rates. Under the new conditions, however, an advance could possibly be effected in advertising rates which would adequately cope with the increased cost of the subscription. As most newspaper Publishers have been obliged to increase the selling price of the newspaper to the subscriber, and most months have witnessed advances in subscription rates on the part of numerous newspapers, many of them located in important publishing centers, such as St. Louis, Pittsburgh, Philadelphia, Detroit, Buffalo, Milwaukee, Seattle, Portland and New Orleans.

The same cost has by no means been confined to the United States but has a large percentage of newspapers in Canada have also witnessed their subscription rates. Mail or by Express. Among the cities in which rates have already been raised are Montreal, Quebec, Chatham, Cobalt, Hamilton, London, Niagara Falls, Windsor, Toronto, Winnipeg, Regina, Saskatoon and Vancouver. Large numbers of additional papers are now contemplating rates in this end. It would appear to be a certainty that Canadian newspapers have now ample justification to be able to raise the amounts of advance in subscription rates to meet the added burden.

In view of these conditions it is reasonable that there should be an advance in the subscription prices of Winnipeg newspapers. In fact, if the proposition with which Publishers dealt with this matter were determined by the action of their readers, the Winnipeg newspapers would have been among the first to take the action which has been decided upon in this editorial rate date.

The reason which will be stated by the Free Press from its own subscription rate is itself far from sufficient to meet the increasing outlay. Consequently it has been necessary in addition to effect a substantial advance in advertising rates, to advance by the war which is already in operation during the January first.

In fixing the Evening rate of 45c a month the Free Press is charging the minimum price, which is necessary to meet its requirements even under these circumstances. The new Evening rate will be effected in two instalments of 20c and 25c, payable on the second and fourth Saturdays of each month, covering the period from the 1st to the 15th and from the 15th to the end of the month respectively.

Bulletin subscribers will pay the old rate up to and including Saturday, February 3rd. Between the 3rd and 15th the new rate will be partially paid in operation and on February 15th the new rate will be paid in full. The new rate will fully take effect on February 15th and the rate of 45c will be due on February 15th, covering the period from the 1st to the 15th and from the 15th to the end of the month. Subscribers who paid up to February 3rd will pay the new rate on the 15th of February 15th, when the new rate will become effective, making the amount for the balance of the month 25c. Thereafter collections will be made monthly on the second and fourth Saturdays of each month.

The Free Press is confident that the subscribers will cooperate with the paper in facilitating the work of the Evening Bulletin in connection with the new rate. The rate is little more than a necessary contribution toward the paper's maintenance and meeting its expenses. Consequently, the advance of the Bulletin, which is in a position to collect the amount due the Bulletin, in which the Free Press publishes their data during all sorts of times and conditions, more especially during the trying winter months, cannot but improve their position, and it will be a source of satisfaction to them to know that a share of the proceeds of their subscription rate goes into the pocket of the Evening Bulletin which has been so long and conscientiously for their service under the low rates which have prevailed.

The Free Press will be glad to implement the above statement in a new subscriber by telephone or by letter when further explanation is required.

The Manitoba Free Press Company, Limited

Winnipeg, February 3rd, 1917

Full page advertisement which appeared last month in The *Winnipeg Free Press*. The text of the advertisement was a reasoned statement for the increase featured in the displayed portions of the advertisement. What the *Free Press* has done in a difficult field other dailies can do in less difficult fields.

them to pay up their renewal subscriptions says:—

"The war has hit harder than merely increasing the cost of our materials; it has taken one of the most important members of our staff, Mr. Ewart Alger, but he has gone to do his bit and we are proud that he was both able and willing and felt that he should go. We have been unable to fill his place so far. We will not have on our staff a young man who is eligible for war service. The remainder of the entire staff is ready and willing to make

who had died, when it should have been a coarse screen. This required considerable work to get it to show right. Next the throw-off on the press came loose. This was tightened, but another stop had to be made for adjustment. Next a screw in the cylinder had to be tightened, causing another delay.

By this time each paper was ripping as it went through the press and we discovered the feed board had got out of adjustment. Just at this moment the phone rang and a lady said she was at the office

Citizens Want Sunday Papers at Windsor

The Views and Position of The Windsor *Evening Record*—A Campaign to Permit the Sale in Canada of Sunday Papers on Sunday

SINCE the ban was placed on the entry of Sunday papers, as invoked in the early winter, by Rev. Dr. Rochester, general secretary of the Lord's Day Alliance, the Windsor *Record* has been conducting a vigorous campaign to have the embargo lifted or the law amended. In a recent editorial article The *Record* presented its arguments thus:

Residents of Windsor and vicinity had enjoyed the privilege of reading Detroit Sunday papers for the past 25 years or more. We came to look upon the delivery of Sunday papers as a right.

About ten years ago the Lord's Day act was passed, barring out Sunday papers, but that part of the law was allowed to become practically a "dead letter" until recently, when Rev. Dr. Rochester brought pressure to bear on the attorney-general and caused him to consent to prosecution.

For one Sunday only delivery was made, the vendors simply "taking a chance." They thought a test case might be instituted, but no prosecution was made. Subscribers have been obliged to go across the river at Windsor or Walkerville to get their papers Sunday morning, and scores of people are doing this every Sunday.

The city council of Windsor has passed an unanimous resolution protesting against the ban on Sunday papers. The East End Citizens' Association did the same. The Board of Trade endeavored to secure relief by conferring with officers of the Lord's Day Alliance.

In Chatham a largely-signed petition was prepared, endorsed by the city council, and forwarded to the government.

Ontario is under the bondage of dictation by Rev. Dr. Rochester, while Sunday papers are allowed to enter Quebec without molestation.

The point The *Record* has been emphasizing is that the reading of Sunday papers is not a crime, as Dr. Rochester has admitted. Right now Canada is fighting against the power of oppression, as represented by autocracy. The principles of freedom and liberty are at stake. Why should Dr. Rochester and the Lord's Day Alliance impose arbitrary legislation of restrictive reform when vigorous appeals are being made to enlist the service of our young men for overseas to help in overthrowing the menace of autocracy?

The *Record* stands for complete separation of Church and State. It is as much opposed to normal domination as military domination. The bulwark of Anglo-Saxon civilization is liberty of speech and freedom of the press. Eternal vigilance is the price of continued emancipation from tyranny, including the excessive zeal of misguided extremists of the Rochester type.

These gentlemen may pass all the restrictive laws that their fertile minds can conceive, and yet utterly fail in reforming the world. The history of all such movements is that they produce reaction, and it sometimes occurs that the

wave of recession goes to the other extreme. No better illustration of this could be cited than the horrors of the French Revolution.

An incidental feature of the Sunday paper situation is that, while we do not officially permit the entry of Detroit and other United States papers on Sunday, we are mighty glad to get American recruits for the Canadian overseas army. Recruiting officers stand at the ferry dock and invite our American cousins to sign up with us in the fight for liberty.

Nearly all the American Sunday papers have displayed a distinctly friendly attitude towards Canada, and have promoted a sentiment that aided materially in securing recruits for the American Legion and other battalions in Canada.

It looks like narrow-minded ingratitude on our part to shut out American Sunday papers under such conditions.

OTTAWA CITIZEN SCORED

THE Hon. Robert Rogers, Minister of Public Works in the Dominion Cabinet, precipitated a rather lively incident last month, when, speaking in the House on a question of privilege he alluded to an editorial in The *Ottawa Citizen*, referring to himself in connection with a report recently made by Commissioner Galt at Winnipeg. "A report," observed Mr. Rogers, "that carries with it, in every line, unmistakable evidence of personal animosities, temper and misrepresentation."

"Heaven knows, and the owners of the *Citizen* know, and I know, that I have not the support of this petty little sheet today simply because I would not yield to pressure and become a party to the purchase for a post office site in Montreal, of a lot which the Southams were most anxious to sell to the Government at a cost of \$400,000 which was neither suitable nor in the public interest."

The *Citizen* replied to this attack, and continues to clamor for the elimination of Mr. Rogers from Canada's public life.

SHERBROOKE RECORD TWENTY YEARS OLD

ON FEBRUARY 9, 1897, the first issue of the Sherbrooke *Daily Record* appeared—twenty years ago.

The idea of a daily newspaper for Sherbrooke and the Eastern townships originated with the late L. S. Channell. He found few to encourage him, but possessing to a marked degree the courage of his convictions, he proceeded with the enterprise. The *Record* was well received from the first, though it was some years before it became recognized as the home paper of the Townships as a whole. The circulation grew steadily and passed the 10,000 mark, a figure which would have been regarded in the earlier days as impossible of attainment. Publishers of small city dailies throughout Canada marvel at this remarkable circulation accomplishment,

there being no other daily in Canada published in a city of 40,000 or less which has so large a distribution.

In the advertising field the *Record* has, also, attained a favorable position. Few national advertisers feel that their list is complete if it does not include the Sherbrooke *Record*, and, locally, the merchants of Sherbrooke and the *Record* have in a sense grown up together.

WINDSOR EVENING RECORD'S EXPERIENCE

THE average daily circulation of the Windsor *Record* for January was 9,418, as compared with 9,702 for December, which was the high water mark before the price was increased to two cents. The January statement does not include election extras of about 2,500 copies.

The price of the *Record* increased from 1 to 2 cents at the beginning of the year. It was anticipated that there might be a considerable slump in circulation, but, the decrease was only nominal, in face of strong competition of Detroit papers.

THESSALON AND RODNEY PAPERS BURNED OUT

Two publishers during the last month had the misfortune to have their plants and buildings entirely destroyed by fire.

One of the publishers who suffered was Alex. A. Sim, publisher of the Rodney *Mercury*.

At Thessalon the Algoma *Advocate*, published by Duncan McMillan, was completely burned out on February 22nd, with loss to building and plant of \$3,000. A loss not easily replaced, if indeed, it would be possible to do so, was the destruction of the paper's complete files for the past 30 years. Through the kindness of the Bruce Mines *Spectator* the *Advocate* did not miss a single issue and Mr. McMillan is now busy getting a new plant and premises in shape in Thessalon.

WANT SUNDAY PAPERS

AN invitation to sign a petition to amend the Criminal Code, now prohibiting the selling of newspapers on Sunday, has been eagerly seized by residents of the border municipalities. Already an objective petition a mile long is in sight. Concerted action of Boards of Trade of Windsor, Walkerville, Sandwich and Ford City has been given. The petition will be entrusted to Oliver Wilcox, local federal member, to bring up at Ottawa in April. Copies of the petition have been distributed in every store and place of public resort throughout the county.

BARRED FROM CANADA

BECAUSE they contained objectionable matter, as defined by the Consolidated Orders Respecting Censorship, the Department of the Secretary of State of Canada has forbidden the entrance into the Dominion of the following American publications, in addition to numerous others that have been so barred in the past: *New World*, of New York; *New York Jewish Morning Journal*, Portland (Ore.) *Deutsche-Zeitung*; *Raivaaja*, a daily newspaper published in Fitchburg, Mass.; *Bull*, of New York; *Atlantis*, a Greek daily of New York; *Dziennik Ludowy*, a Polish daily published in Chicago; Cleveland (Ohio) *Waechter und Anzeiger*; Minneapolis *Freie Press-Herald*; *Christlicher Bundesbote*, a weekly of Berne, Ind.

MANITOBA MEN MEET

THE annual meeting of the Manitoba Division of the Canadian Press Association was held in Winnipeg on March 2. The meeting was declared to be the best ever held, being well attended by members and non-members. Practically every prominent newspaper in the province was represented.

A letter of greeting from President Elliott, of the C.P.A., was read. John M. Imrie, manager of the C.P.A., was present and contributed materially to the success and interest of the meeting. He received a specially warm welcome in view of his recovery from his recent serious illness.

Resolutions were passed (1) commending the Federal, Provincial and Municipal Governments for their adoption of the business-like policy of employing educational advertising to promote their various objections, and urging a continuation and extension of that policy; (2) instructing the Executive Committee to divide the province into eight or ten districts for district organization work, and to appoint a chairman for each district.

A notable incident of the meeting was the pledge of six weekly papers to adopt the \$1.50 subscription rate (this in addition to the very considerable list of those which have already made the advance to \$1.50).

The officers elected are:

Hon. President, J. W. Dafoe, *Winnipeg Free Press*; past president, F. B. Allen, Fort William; president, A. Dunlop, Neepawa *Press*; first vice-president, James L. Cowie, *Carberry News-Express*; second vice-president, G. F. Chipman, *Grain Growers' Guide*; secretary-treasurer, G. H. Saults, Winnipeg; executive committee: J. A. McLachlan, *Virden Empire-Advocate*; W. B. Ballantyne, *Emerson Journal*; J. H. Monteith, *Killarney Guide*; D. Cannon, *Minnedosa Tribune*; E. H. Gurton, *Dauphin Press*.

E. H. Macklin, of the *Winnipeg Free Press*, was re-elected as vice-president of the National Association, representing the Manitoba Division.

The six weekly papers that pledged themselves to adopt the \$1.50 rate are: *Neepawa Press*, *Killarney Guide*, *Boisvein Recorder*, *Crystal City Courier*, *Morris Herald*, *Minnedosa Tribune*. This brings the total for Manitoba up to 20, 14 others having already put the \$1.50 rate into force.

C.P.A. ANNUAL MEETING

THE fifty-ninth annual meeting of the Canadian Press Association, Inc., will be held in Toronto on June 14 and 15. Halifax and Winnipeg were considered for the gathering, but in view of the fact that passenger traffic is being curtailed as far as possible to facilitate the transport of munitions, and the desirability of making provision for sight-seeing in connection with a Winnipeg or Halifax meeting, Toronto received the greatest favor.

It is probable that meetings will be held in Winnipeg after the war.

Application has been made for accommodation in the Central Technical School, Toronto, where the meeting was held last year. Arrangements for general and sectional meetings will be the same as last year and the evening of June 4 will be an editorial night.

The Canada Press, Ltd., will hold its annual meeting during the same week at Toronto.

A FRENCH PAPER'S VIEWS.

A. BERTHIAUME, president and general manager of *La Presse*, Montreal, has had reprinted in English, in booklet form, a series of articles which appeared in his newspaper from day to day during the past months on the important question of voluntary recruiting in Canada.

The publication bears the title, "Our Volunteer Army," and is dedicated to "men of goodwill who desire equality of justice for all Canadian races."

The articles are a protest against the accusations of disloyalty that have been freely hurled at the Province of Quebec by those dwelling in other provinces, and a plea for justice; and they have real value as being the informed and dispassionate opinion of a French newspaper of great influence and prestige. Whether or not every reader will agree with *La Presse* in its views and attitude, every one must feel indebted to its publishers for going to the trouble and expense of reprinting its series of article in English and making them available in booklet form.

LETTER FROM N. W. AYER & SON

PRINTER AND PUBLISHER has received a letter from Messrs. N. W. Ayer & Son, the Philadelphia advertising agents, and publishers of the *Standard American Newspaper Annual and Directory*, and because of its friendliness and of the message to all Canadian publishers contained in it, the contents of the letter are here-with given:

"In connection with an extract from the statistical pages of the 1917 *Annual*, published in the PRINTER AND PUBLISHER of February, and showing a decrease in the number of publications in Canada, we enclose a part of our introduction, in which we note one of the principal causes of the decrease.

"With best wishes for PRINTER AND PUBLISHER, and for all our neighbors on the north, for whom we have a high regard, we are, etc."

The particular paragraph referred to is as follows:

In this issue of the *American Newspaper Annual and Directory* we have listed 24,868 publications, an increase of 279 over last year.

We show in this issue 11,870 towns where newspapers are published, an increase of 178 over last year. This volume contains 1,585 new publications. The suspensions and consolidations during the year past make the net gain 279, as shown above. The increase in the United States was 347, being offset by a decrease of 68 in Canada, the loss in Canada arising chiefly from a number of publishers having suspended publication of their papers to do their part in Canada's army. We wish them all a safe return, and hope we shall soon be able to list their names again in the *Annual*.

PRINTER AND PUBLISHER assures the publishers of the *American Newspaper Annual and Directory*, for itself and for all Canadian publications, that the cordiality of the sentiments as above expressed are very genuinely appreciated and reciprocated.

A LETTER FROM IOWA

PRINTER AND PUBLISHER has received a very welcome letter from Mr. F. W. Beckman, Professor of Journalism and Bulletin Editor in the Iowa State College of Agriculture and Mechanic Arts. The letter is as follows:

I was much interested in the leading article in the recent issue of the PRINTER AND PUBLISHER, "Planning a Printer's-Publisher's Building for a Lot 30 x 100"; for this reason:

We have in mind the development at Iowa State College of a service that will aid country newspaper publishers and printers in their building problems. Here in Iowa we are in a period of new prosperity in the country newspaper business. That will mean the erection of many new newspaper and printing buildings. It is desirable, therefore, that there be made available to publishers and printers the best suggestions and plans. We have been able to serve the country newspaper men in various other ways and we now hope to help them along this line. Evidently you have made some study of this problem and we would like to profit by your suggestions if you care to give them.

Could you furnish us with a list of printers and publishers in small towns who have within the last few years erected new buildings? If we can get such a list we can communicate with them direct for photographs. We are anxious to secure for our short course, which will bring to us from 50 to 200 newspaper men, a good exhibit of photographs and plans of buildings. We would display them in a way that would make it possible for publishers and printers to study them. Then if circumstances justified it we might put together a little bulletin upon the subject.

And other suggestions other than those asked for in my questions will be much appreciated.

Apart from its own interest, Mr. Beckman's letter is valued because it is a clear indication that PRINTER AND PUBLISHER is carefully scanned, if not always fully read, by subscribers across the Border Line, and in institutions interested in journalism and everything allied to newspaper making.

Mr. Beckman will be glad to have correspondence from Canadian publishers and printers able to help him in the direction of his needs.

LIMITS ITS CIRCULATION

THE *New York World* has made the following announcement:

Owing to the shortage of newsprint paper in the American market and the necessarily large size of the paper, the circulation of the morning edition of *The World* will be reduced to 350,000 copies daily, beginning Feb. 1, and limited to that figure till further notice.

The paper will be absolutely non-returnable by either news companies or dealers after leaving the office of publication.

This, it is believed is the first instance in which a daily newspaper has voluntarily established a maximum limit to its circulation. Some months ago the *World*, in common with other New York daily newspapers, adopted a schedule considerably reducing in number of pages its

WINNIPEG MAY HAVE MUNICIPAL PRINTING PLANT

WINNIPEG may decide to establish its own printing plant. It spends a large amount of money every year in printing and has plenty of work to keep a modest establishment running all the time.

It is not a new idea as the recommendation was made some years ago by City Clerk C. J. Brown.

Toronto Publishers and A.C.A. War--to a Finish

Agency Commission on General Advertising Emanating from Toronto the Issue—The Fight Wider than it Seems—Fight Likely to be Carried into this Year's Annual Meeting of the C.P.A.

THE Big Four group of Toronto dailies—*Globe, Mail and Empire, Star and Telegram*—and the Association of Canadian Advertisers have entered the ring for a decision bout.

The A.C.A. claims that the Big Four should allow the customary agency commission on the business of Toronto-located national advertisers *who are not retailers of their own merchandise*, placed in these four papers. The newspapers, on the other hand, decline to grant this commission, affirming that they cover the local field thoroughly, that they are under a heavy expense in the local field, to maintain solicitors. They contend that to allow agency commission on top of this special local representation expense, and at the same time to pay commission to agencies on the business of national advertisers situate in the City of Toronto or within ten miles of the city's nearest limit, is the equivalent of two commissions—and they refuse, therefore, to concede the customary agency commission on national advertising emanating from Toronto.

A MIND-BAFFLING RULING

The particular ruling governing this matter—a ruling framed and phrased in concert—is as follows:

Commission will be allowed to recognized advertising agencies on advertising for a concern whose only office where the business may be canvassed for with the person having authority to close contracts is not within the City of Toronto nor within ten miles of the city's nearest limit.

Now this is a saying hard to understand on the first and second reading, and the quickest way to comprehend it is to imagine cases.

It may be said that the Big Four stand practically alone on this continent in the stand they have taken and they are not upheld by their brother publishers in other cities of Canada.

THE FIGHT ONE OF LONG STANDING

When the agencies alone fought the Big Four, they were licked every time. Only when organized advertisers, the ultimate power, took up the fight were the Big Four seriously attentive to protests. Previously their reply was, "Gentlemen, there is nothing to discuss." They had the German will to power.

The negotiations concerning a revision of the above ruling between the A.C.A. and the Big Four group continued for many months, with an apparent, but rather unsteady, disposition on the part of the allied publishers to meet the views of the A.C.A. But last month the hearts and wills of the publishers hardened, and they finally and firmly decided not to recede from their taken ground. Now the fight is on in grim earnest.

THE INTERESTS OF PUBLISHERS ELSEWHERE AFFECTED

Members of the A.C.A. in cities and centers outside of Toronto have agreed

to support the Toronto national advertisers affected, and in advertising programmes recently formulated, there have been significant omissions of the papers constituting the Big Four group. Also, there has been a scheduling of other Toronto mediums and some use of Toronto street cars—perhaps, also, of posters—in an effort to "cover" Toronto. Also, other forces of pressure and defiance are being launched by the A.C.A., which organization is not disposed to be merely passive in its warfare.

The fight will be watched with first-class interest by many publishers in Canada not at all in sympathy with the Big Four group in Toronto. Some publishers feel that their interests in this conflict of wills are adversely affected—from these points of view: All friction is bad; advertisers may learn to depend less and less on newspapers for their publicity; and in experimenting with other and perhaps new forms of advertising, many advertisers may become less reliant on and smaller users of newspapers. Also many publishers resent the general autocratic actions of the Big Four group; and this resentment may blaze forth in stinging

flame at the approaching annual meeting of the Canadian Press Association.

PRINTER AND PUBLISHER's attitude on the question of the fight that has developed between the Big Four and the A.C.A. is on the side of the A.C.A.; and in taking this attitude, it knows that it has the company of many publishers—those who have known of the fight, and who have given the whole matter earnest and wide thought.

PRINTING SITUATION IN VANCOUVER

Printers in Vancouver have no organization. Large shops will not co-operate. There are about four times too many shops, so that none can make a fair living.

Since the local printers' organization went out of business, T. J. Corley has been secretary for the Vancouver Retail Grocers' Association, and Provincial Secretary of the Retail Merchants' Association of B.C., which is soon to become affiliated with the R.M.A. of Canada. Mr. Corley is also editing the *Retail Grocers' Review* (the official journal of the Vancouver Retail Grocers Association), so his hands are pretty full.

To City Town and Village Dwellers in Ontario

A Vegetable Garden for Every Home



IN this year of supreme effort Britain and her allies must have ample supplies of food, and Canada is the great source upon which they rely. Everyone with a few square feet of ground can contribute to victory by growing vegetables.

Four Patriotic Reasons for Growing Vegetables

1. It saves money that you would otherwise spend for vegetables.
2. It helps to lower the "High cost of living."
3. It helps to enlarge the urgently needed surplus of produce for export.
4. Growing your own vegetables saves labor of others whose effort is needed for other vital war work.

The Department of Agriculture will help you
The Ontario Department of Agriculture appeals to Horticultural Societies to devote at least one evening meeting to the subject of vegetable growing, manufacturers, labor unions, lodges, school boards, etc., are invited to actively encourage home gardening. Let the slogan for 1917 be, "A Vegetable garden for every home."

Organizations are requested to arrange for instructive talks by practical gardeners on the subject of vegetable growing. In cases where it is impossible to secure suitable local speakers, the Department of Agriculture will, on request, send a suitable man.

The demand for speakers will be great. The number of available experts being limited, the Department urgently requests that arrangements for meetings be made at once. If local speakers cannot be secured, send applications promptly.

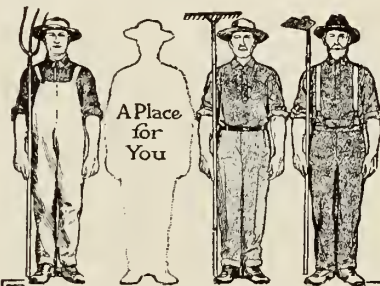
The Department suggests the formation of local organizations to stimulate the work by offering prizes for best vegetable gardens. It is required to assist in any possible way, any organization that may be conducting a campaign for vegetable production on vacant lots. It will do so by sending speakers, or by supplying expert advice in the field.

To anyone interested, the Department of Agriculture will send literature giving instructions about implementing necessary and methods of preparing the ground and cultivating the crop. A plan of a vegetable garden indicating suitable crops to grow, best varieties and their arrangement in the garden will be sent free of charge to any address.

Write for Poultry Bulletin

Hens are inexpensive to keep, and you will be highly repaid in fresh eggs. Write for free bulletin which tells how to keep hens. Address: letters to "Vegetable Campaign," Department of Agriculture, Parliament Buildings, Toronto.

Ontario Department of Agriculture
W. H. Hearst, Minister of Agriculture
Parliament Buildings Toronto



Recruits Wanted for Production

Just as surely as lack of food is strangling Germany day by day, so plenty of food is winning the victory for the allies. The French armies, for instance, were never better fed than now, for France cannot forget the awful lesson of 1870—the failure of her food supply. To this she attributed the loss of that war.

To feed the French soldiers around Verdun, more than 25,000,000 pounds of food a week were required. This gives a faint idea of the colossal task of feeding an army. Canada and Britain have a huge army of fighting heroes on the line; every man must have plenty of food, in spite of world shortage. Upon Canada's food production all principally rely.

The Farmers of Ontario Urgently Need Help

The Department of Agriculture appeals to men and boys to enlist in the farm help campaign. The Department appeals to men unfit for military service, or who find it impossible to enlist in the army. Do your "bit" by helping to increase production of foodstuffs. This is your hour of opportunity.

The farmers of Ontario need the help of retired farmers, of men following no occupation (retired), of business men who can spare a portion of their time. We appeal to all who can so arrange their ordinary affairs to plan to help some farmer friend, particularly in seed time and harvest.

Confer with your county District Representative of the Department of Agriculture, or write, "Farm Help Campaign," care Department of Agriculture, Toronto.

Ontario Department of Agriculture
W. H. Hearst, Minister of Agriculture
Parliament Buildings Toronto

Two typical advertisements in the Ontario Government's campaigns to help farmers and to encourage town and city dwellers to make a vegetable garden this year. These campaigns are being handled by the Toronto office of McConnell and Fergusson, Advertising Agents.

ORGANIZING SPECIAL EDITION MEN

A MOVEMENT is on foot to organize all special edition offices into a protective association. The object of the proposed organization will be to advance the interests of the special edition work, inaugurate an uniform system in the transaction of business, purge the ranks of the crooks that infest the country and operate under the guise of special edition promoters; and in every way elevate the special edition business.

Ralph C. Clyde, of Portland, Oregon, who is taking the initiative to form the new organization, says: "I have been engaged in the special number work for a number of years and have felt keenly the need of an organization similar to that of publishers, advertising men, printers, circulation managers and others engaged in printing and advertising. I have taken the matter up with Wilmot & Co., of New York, Lee Kinney, of New York, John B. Gallagher Company, of Chicago, the Jones-Briggs Co., of Memphis, Tenn., James Kelch, of Detroit, Glen Guerin, of Salt Lake, John Houston, of San Francisco, Wilson & Turner, of Seattle, M. M. Marcy, of New York, and H. A. Schmidt, of St. Louis, and others, and have received favorable responses. I feel assured that the organization will fill a long felt want and will bring about more satisfactory relations with publishers when they realize that the Association stands for strict business integrity and that they can repose confidence when dealing with our members. I shall be glad to hear from other special edition offices who are interested. I have not the addresses of all, and solicit communications relative to the proposed organization."

PRINTER AND PUBLISHER commends the movement and its objects. While special edition men in Canada are few, yet special edition production in Canada is not rare; and in some cases the men imported from across the line to work for publishers (sometimes self-imported) have brought special editions into disrepute. A good thing and idea should be protected from vandalism.

NEWSPAPERDOM

London had a Dollar Day last month.

The Edmonton *Journal* has a Rainbow Club—a *Journal's* Children's Department.

Victoria, B.C., had a Dollar Day last month. The *Colonist* prospered visibly as a result of the event.

The Winnipeg *Telegram* runs each Saturday a Children's Contest page. Essays on set themes are called for.

The *St. Lawrence News*, Iroquois, is conducting a subscription contest, with the query—"Who is the most popular girl in Dundas?"

THE *St. Thomas Times* is running an Auto Section very creditably produced. Much advertising, in spaces of good size, is being carried.

The London *Advertiser* has a feature headed Interesting Information for Earners, Savers and Investors. It attracts kindred advertising.

The Stratford *Herald* is running an Insurance and Investment page, and an Exceptional Opportunities in Real Estate page. They bring in the money.

The *Ottawa Farm Journal* is the new name of the *Ottawa Valley Journal*. The finding of a new name was made a readers' contest. This newspaper is 25 years old.

The Montreal *Standard* published a statement of its 1916 circulation figures. High weekly total was 74,630, issue of September 16; and low, 54,551, issue of Jan. 1.

Miss Dolly Dollar was visiting Kitchener last month, her host being the *News-Record*. She had a busy time of it mystifying local people, and advertising Dollar Day.

Last month in Ontario, many publishers had to resort to hand composition to produce their papers, owing to a failure of electric power, which put their linotypes out of business.

A number of weekly newspapers have introduced three new syndicated features in each week's news—"Farm Crop Queries," "Your Problems," and "Doings of the Duffs"—a comic serial.

Chatham Table Supply Directory is the caption of a feature advertising page appearing in the Chatham *Daily Planet*. The entire page is occupied by advertisements of grocers and provisioners.

The Courcellette battle pictures, in which Canadian soldiers figure prominently, were shown last month in local theatres in connection with the Ottawa *Citizen*, the Toronto *World*, and the London *Advertiser*.

The local papers of Nova Scotia have begun a Buy-at-Home Campaign, under the direction of Wallace Advertising Agency, Halifax. Each participating newspaper is giving considerable space to advertising the campaign.

The Markdale *Standard* is \$1.50 in advance and \$1.75 after three months. The advanced price is accepted without demur by 95 out of every 100 of the *Standard's* old subscribers. So it pays by arithmetic to lose the five close ones.

Both the Stratford *Herald* and the Stratford *Beacon* profited handsomely by a Dollar Day last month. The *Herald* for several days in succession had fat Dollar Day editions, and Manager Dunham probably smoked a few extra expensive cigars on the head of them.

The Edmonton *Journal* is offering a first prize of \$1,000, a second prize of \$500 and lesser prizes totaling \$500 in connection with a Want Ad. Contest. Contestants are required to obtain contracts for classified advertising. Every solicitor receives at least 10% of the amount of business secured; some a larger percentage.

The Ottawa *Evening Journal* had the mysterious Mr. Ladd at work in that city last month. Because of a real or fancied likeness to Mr. Ladd, the editor of PRINTER AND PUBLISHER, on the occasion of a visit to Ottawa, was touched on the left shoulder by an attendant in the waiting room of the Department of Public Works, who uttered the magic shibboleth and displayed a copy of the *Evening Journal*. It was mutually disappointing that no desired results followed, and that the prize piano was not then and there won.

PUBLICATIONS RECEIVED

H. B. ROUSE & Co., 2214 Ward St., Chicago, have issued Catalogue 16, entitled Printers' Equipment. The contents are very satisfying because very complete, and the illustrations, press work and stock used are superfine. A valuable and unique feature is the printing at the foot of each page of a "tip" or "recipe" or informative note; for example: Care of Rollers, When Numbering Sheets for Books, To Keep Paste from Spoiling, Preventing Large Chases from Rusting, Embossing on Cylinder Presses, etc. This feature assures that recipients of this catalogue will keep and consult it.

Fire and Accident Prevention—the Story of Three Years' of Safety Work in the Province of Ontario, is the title of a publication issued by the Ontario Safety League. It is a reprint of a paper read before the Insurance Institute, Toronto.

The Ambassador and Publicity Digest, is the name of the house organ of the Niagara Paper Mills, Lockport, N.Y. Always well and pleasingly printed, on stock made by this company, *The Ambassador* is very brightly edited—any amount of snap in it, and some good stuff. Its own view of its matter and mission is contained in its sub-title: "Brief and more extended paragraphs intended to interest all promoters of publicity who add to the value of paper by the judicious application of printer's ink."

The annual calendar produced by the Reid Press, Hamilton, has been received by PRINTER AND PUBLISHER. It is a really fine production—excellently conceived, and printed and a very pleasing and effective advertisement for its publishers. It features the heraldic trade mark of the Reid Press, but in such a way that the treatment becomes decorative.

The Government Printing Bureau at Ottawa has issued the Evidence and Documents Laid before the Committee on Alleged German Outrages, presided over by the Rt. Hon. Viscount Bryce. It is terrible, sickening, enraging reading.

The Intertype Book is a very handsomely produced brochure defining the features and advantages of the Intertype typesetting machine. As a piece of advertising literature and as an example of fine printing the publication is highly to be commended.

The handsome and business-like calendar produced each year by the Stone Printing & Mfg. Co., Roanoke, Va., has been received as usual by PRINTER AND PUBLISHER. The calendar is so generous in its dimensions that it appeals instantly to those who want a wall calendar that can be read at a good distance.

Profit-Making Plans for printers, publishers and advertisers is a booklet issued by W. Clement Moore, New Egypt, N.J. The contents include chapters on how to double the income of a printing plant, modern business-getting plans for printers, mail order advertising, co-operative plans, etc.

From A. Dennis, Winnipeg, has come Canada and the War, 1917. This is a compilation of choice prose and verse of a patriotic character. The compiler has had a high purpose in producing this modest and interesting publication: namely, to put fresh hope and inspiration in lonely and discouraged hearts whose home happiness has been shattered by the departure or death of enlisted brothers, sons and fathers.

McGRAW AND HILL PUBLISHING COS. CONSOLIDATE

THE McGraw Publishing Company, Inc., and the Hill Publishing Company, New York, have been consolidated as the McGraw-Hill Publishing Company, Inc. The new company acquires all the properties and interests of the two constituents, including the following technical journals: *Electrical World*, *Electrical Railway Journal*, *Electrical Merchandising*, *Engineering Record*, *Metallurgical and Chemical Engineering*, *The Contractor*, *American Machinist*, *Power*, *Engineering News*, *Engineering and Mining Journal*, and *Coal Age*.

Two of these papers, *Engineering News* and *Engineering Record*, will be consolidated under the name *Engineering News-Record*, with Mr. Charles Whiting Baker, now editor of *Engineering News*, as editor-in-chief.

James H. McGraw will be president of the new company, Arthur J. Baldwin (now president of the Hill Publishing Company), vice-president and treasurer, and E. J. Mehren, vice-president and general manager.

COMBINATION NEWSPRINT MILL

A BIG newsprint mill was recently foreshadowed by Sir Adam Beck in an address before the Hydro-Electric Union of Municipalities in Montreal. This is a union of those towns, cities and villages that receive power from the Government Hydro-Electric Commission in which over \$20,000,000 is now invested and which supplies 20 cities, 63 towns, 81 villages and 17 townships with 200,000 horsepower and is planning to build radial railways.

Sir Adam, who has been developing power in the Trent Valley, declared that ground wood which formerly sold at \$16 a ton now costs \$40 and that the cost of paper had now become a great burden to the newspapers. He believed that a paper mill could be established with Government owned power that would supply paper to the publishers at a reasonable cost, something they could never get by Act of Parliament.

The power and the pulp were there, and the only satisfactory way for the papers was to enter into competition in this way with the paper mills.

The United States Senate has passed the bill prohibiting the use of the mails to all liquor advertisements. The House Post Office Committee at Washington voted by a majority of one to prohibit the use of the mails for advertisements of intoxicating liquors.

Preparation and Consideration of Half Tone Copy

By HARRY W. LEGGETT

Chief of Copy Department, Department of the Interior, Ottawa

AUTHORITIES agree that proper preparation for text copy makes for larger output and cleaner proofs. It ought to be understood that all copy should be carefully prepared, not alone the text copy. An illustrated work may consist of text, halftones, line etchings, photo-liths., and maps; and goes through with least trouble when the copy for each has received proper attention. My purpose in this article is to describe the method of preparing halftone copy for our publications — a method we have found most efficient.

It is doubtful if printers in general appreciate the difficulty that photo-engravers meet and overcome daily because of the copy brought to them for reproduction. Mounted and unmounted photographs of all sizes and descriptions, halftone prints, colored pictures, original paintings, photogravures, lithographs, copper- and steel-plate engraving — all are passed on to the engraver as copy with oral instruction only, in most cases, as to what is required. Of course, much must be left to the engraver, but he has the right to expect that printers should know enough about engravings to be able to prepare copy and instructions with some intelligence. In passing, it may be said that the most suitable photo-print for halftone engraving is a black or dark brown print of a velvet or glazed surface, and that platinum or sepia of a matt texture is objectionable.

THE ADVANTAGES OF UNMOUNTED PHOTOGRAPHS

In so far as is possible, we use only

unmounted prints for halftone copy. A part of the duty of our field men is to photograph everything of interest in connection with their particular line of work.

never to mount prints and not to write on the backs unless there is no other way of preserving the description. If the prints must be written on, a soft, dull-pointed



Fig. 2. Prepared copy. The size, instructions and identification number have been put in large for the sake of learners.

With the necessary descriptions, the films and in some cases the prints, are sent on to head office. The films are developed and printed, and all prints are stored away in special envelopes till required for some publication. Officials are instructed

marking pencil is to be used. It would seem that any person with common-sense would know better than to write in with a hard pencil or to typewrite the descriptive matter; yet I have seen it done, and not by fools either; though the engraver who had to burnish out the marks termed them such.

When the prints have been supplied, the method is to put each one on a containing sheet. Fairly-stiff cover paper is cut to eight by thirteen inches, or to any other convenient size. The print is adjusted on this container and eight points are made, each at the very edge of the print and each one about an inch from a corner. The print is lifted and diagonal cuts are made with a knife through the cover stock to connect each two of the four sets of corner points. The legend is now written on the bottom of the container, and the sheet stamped with a rubber-stamp design with this reading, "Cut No. J— for purposes of identification only." It is necessary to write in only the consecutive number in the blank space provided. The print is stamped on the back in like manner, the same number is written in, and the print is then placed on the containing sheet by simply bending the corners through the slits. Any kind of pliable copy can be taken care of in this manner.

We are now in position to mark on the containing sheet the reduction or enlargement required, and, our print being immovable, to denote on the sheet, if necessary, what portions of the print may be eliminated in order to have our halftone of a certain size. When few prints are handled, the dimensions may be figured out; but when the prints are numerous,

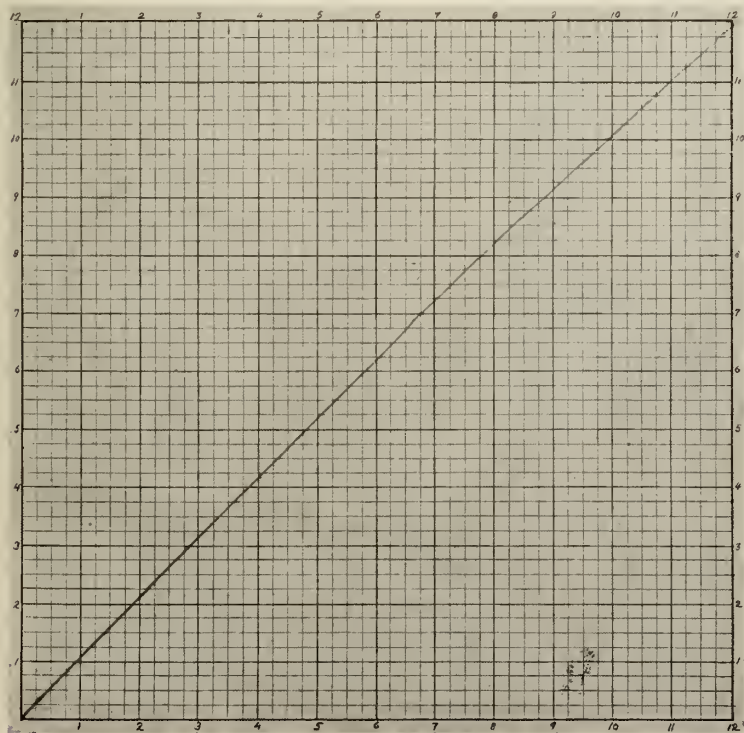


Fig. 1. Proportional chart. The diagonal line represents a movable cord attached to the lower corner. Each square represents one-quarter of an inch.

the proportional chart will save much time and calculation. (See Fig. 1.) It may be well to digress in a way and say something here about fitting plates to the text.

FITTING ILLUSTRATIONS TO THE TEXT

Having determined upon the size of the type page, it is our business to so mark the photo-print copy that the resulting halftones will exactly fit in with the type. The more efficient way would be to mark all sizes in picas, though generally the measurements are given in inches. With full-page halftones, either upright or

view or portrait with a type legend at the bottom numbered to correspond, in which case the cut should be made short to allow for the titles. For a grouped-portrait engraving, it may be necessary to instruct the engraver as to which portraits should get the most prominent positions, but otherwise the grouping for a view or portrait plate should be left entirely to the engraver. Frequently halftones that would look lost by themselves, because they cannot in any way be made to fit the measure, can have the type matter run down the side of them. Very small and narrow cuts may be put in the centre of

Broadside plates should have the descriptive matter to the right of the page, *i.e.*, in the gutter for a left-hand page and in the fore-edge for a right-hand page.

The dimension of a halftone one way is set and must be given. It is usual to give this set dimension and to require that the other dimension be not *more* than so many inches or picas. This often makes it necessary for the engraver to use his own judgment in eliminating parts of the picture. He can always be depended on to get the best effect, but, as he is not interested in the subject, he may leave out parts that should be retained. With the aid of the proportional chart, it is possible to see at a glance just how much must be cut away in order to get both dimensions correct. This can be indicated by drawing lines on the containing sheet from the edge of the print outwards and on each side of it. Fig. 2 shows a print attached to the container on which is stamped and written the number, the legend, and the size instructions.

DESPATCHING COPY TO THE ENGRAVER

Our copy is ready and, beyond the stamp on the back, it has not been necessary to mark the prints in any way. The consecutive numbers are noted on the containers and these sheets, being of one size, can be placed together in order, making a neat parcel with hardly a chance of injury to the prints. Separate pieces for one group-view or group-portrait plate need not be marked individually for size, but each print should bear the same number, and this number should be followed by the letters, A, B, C, etc., for the different prints. All should be bagged together and the plate size written on the bag. On the rare occasions when it is necessary to use mounted photographs, the same method of preparation is employed, but with the disadvantage that the descriptive matter, identification number, and instructions must all be written and stamped on the backs.

The copy is sent to the engraver, who can take the prints out of the containing sheets and put them back again without chance of error. If necessary to mount a print, it is an easy matter for him to mark the number on the back of the mount. It will not go back into the container, but it cannot be separated from it.

SENDING COPY AND ENGRAVINGS TO THE PRINTER

The engravings are made and sent on to the printer, together with the original copy. The printer sets the legends as written on the containing sheets and places them under the plates. Proofs are now pulled and are sent out with the copy to the reader, who stamps the proof of each halftone with the same number as was given to the corresponding original. He is now in position to denote on the galley proofs of the text matter, by these same numbers, the position of each and every halftone. He simply makes a note in the margin to read: "Cut No. 1 (or whatever the number may be) to go here." The reader retains the original copy. It is back to him in as good shape as when it left him, and can be used again, if necessary, for another publication of any style or type measure.

Proofs of the halftones and galley proofs of the text are returned together to the printer, and the make-up man has no trouble in placing the plates, because their positions are indicated clearly. The



Fig. 3. Chart showing different screen values. See accompanying text.

broadside, and with two plates intended to fill the page one above the other or side by side, provision must be made for the space taken by the legends. Usually, eighteen points to each engraving is sufficient, but a very full caption may require more. The space between two plates on the one page should not be less than three picas; but it should not be so great as to destroy the appearance of unity. Grouped-view or grouped-portrait halftones may have the titles on the plate and be made the full type-page size; or they may have on the plate only a number for each

the measure, with the type arranged on each side, but the type so arranged should be treated as two distinct columns to read down the page and not across the cut.*

ALLOWING FOR HALFTONES IN COPY

The dimensions of halftones that are to have type down one side or on both sides should be indicated on the text copy in the matter in which such halftones are intended to appear. These dimensions should be indicated in picas—not inches.

*De Vinne in "Modern Methods of Book Composition."

page revises will show the halftones placed approximately where the author and reader intended that they should go.

SCREEN GAUGE

Letter-press printing is all done from surfaces which are engraved in relief, the ink being applied to the relief surfaces and transferred—by impression—to the paper. The originals are engraved by hand or etched by mechanical processes



HARRY W. LEGGETT

Author of the accompanying article. Mr. Leggett has an international reputation as a typographer, his work being superlatively fine. In a business way, he is chief of the copy department of the Department of the Interior, Ottawa, and his influence on the character and quality of government printing has been pronounced.

on some hard durable substance with a surface that is absolutely smooth and level. The materials generally used are copper, zinc, brass, type metal (a composition of zinc, lead and antimony) and wood. The parts which are not wanted to print are cut or etched away.

HOW TO ORDER ENGRAVINGS

In ordering engravings care should be taken to be specific. Mark copy plainly—one dimension only—either height or width—you wish the finished plate to be. Both dimensions can only be given when the rules of proportion are fully understood. If engraving is to fit specified space mark copy "not to exceed 2 x 4" (or whatever the measurements of the space). Bear in mind—that to get best results—the kind of engraving must be ordered to suit the grade and finish of the stock to be printed.

VARIOUS STYLES OF FINISH

Halftones ordinarily will be made "square finish with line border." If wanted without border—mark "square finish—no line." If the background is to be cut away—mark "close-cut" or "silhouette." If a shaded or "fade-away" background is wanted—mark "vignette." Copy furnished for "vignette" halftones should be carefully prepared to ensure satisfactory results. To produce contrasty plates—mark "hand tool background or highlights," or both.

HALFTONE ENGRAVINGS SUITED TO VARIOUS PAPERS

News—manilla—blotting—bond or writing antique or rough surfaced papersScreen 65-85
Machine finish—super-calendered and plated writingScreen 85-100
Dull finish coated bookScreen 120-133-150-175
Good grade coated book.....Screen 133-150-175
Extra finish high grade coated bookScreen 150-175

THE CABRI CLARION

JAMES PENNIE, formerly publisher of *The West Yale Review*, of Hope, B.C., for six years, is now in partnership with J. J. N. Ross, formerly of the Filmone Press, Filmone, Sask. *The West Yale Review* ceased publication in December last; and the two men named have purchased the *Cabri Clarion* from M. L. Tune.

Mr. Pennie and Mr. Ross are both practical printers, and in addition to publishing *The Clarion* are diligent in their development of profitable job work. One line in particular is proving profitable—private bank cheque books for the various business men of their district. Having first printed some private cheques for their own use, they next called on prospects, with good results. From an advertising point of view the private cheque appealed; also, the fact that cheques were numbered and had a useful counterfoil was a point in their favor. Safety paper, of the type used by banks, was used. This paper can be obtained from any paper dealer. This class of printing requires merely the change of firm name, for each new job, and so becomes the more profitable because of this fact.

The plant of *The Clarion* consists of a Bower cylinder, two 10 x 12 platens and a Peerless platen; and, of course, the usual complementary equipment.

In Quebec the printing and publishing trade was fair, and box factories were well engaged. Printing and publishing was active at Toronto, and in many instances experienced operatives were required. The Dominion Paper Box Company reported an increase in the number of applicants for positions, but were still short of help; Warwick Brothers & Rutter needed 40 more operatives. Hamilton reported newspaper and job offices busy; also paper box factories. The paper box factory at Kitchener was short of woman help and one printing establishment required more hands. Other points throughout Ontario reported activity in this group and at a number of places the price of newspapers was advanced.

Winnipeg reported employment for newspaper and job printers steady and binderies were very active towards the end of the month. At Regina there was a demand for men in newspaper and job printing establishments and bookbinders were busy. A new job plant was opened at Medicine Hat. Lethbridge reported considerable overtime, owing to a shortage of help, and Edmonton also reported overtime in some establishments. Printing and publishing at Vancouver was active, and at New Westminster fairly busy. —*Canadian Labor Gazette* for February.

HOW AGENCIES BUY SPACE

IN THE past the policy of *The World* in selling advertising space has been to contract for so many inches with an advertising agency for a stated period, without stipulating the quality of matter to appear in the contracted space. Heretofore the agencies have confined their attention to promoting legitimate business enterprises, and *The World* has had no occasion to question the matter appearing in their space. Recently, however, we have been called upon for the insertion of matter foreign to the policy so long advocated by this paper, and whilst we have no desire to break faith with our advertising patrons, we feel justified in notifying all contractors for space that liquor and objectionable advertising matter will not be inserted in this paper.—*The Beeton World*.

Nº 284

To 191

Balance
Deposit
Total
Cheque
Forward

\$

Nº 284

THE CABRI CLARION

CABRI, Sask., 191

PAY _____ or Order
Dollars

TO THE UNION BANK OF CANADA THE CABRI CLARION

\$ Per

Private bank cheque, an idea being turned to profitable account by the job department of the *Cabri (Sask.) Clarion*. See note accompanying.

PRINTER AND PUBLISHER is reproducing a specimen cheque, and trusts that the suggestion provided by it will commend itself to other printers who may find in it a new source of profit and trade attraction.

PRINTING AND PUBLISHING IN CANADA

IN MOST localities the printing and publishing group was reported active, with a falling off in a few instances of work in job printing establishments; paper box factories were very busy. Most points in the Maritime Provinces reported newspaper offices active and paper box factories running at full capacity, with a shortage of help in a number of instances.

PRINTERS AND THEIR HEALTH

THE Secretary of Hamilton Typographical Union addressed a letter to the Mayor of the city in which he said: "This union desires to enter an emphatic protest against the United Gas and Fuel Company being allowed to serve Tilbury gas to the citizens of Hamilton. The strong, uncontrollable and nauseating odor produced by this sulphuric gas has proved most injurious to public health, and, under no circumstances, should its use be further tolerated. It might be well to state that for metal-melting purposes much gas is used in the mechanical departments of the local newspapers, and perhaps no body of men is in a position to talk more intelligently on the evil effects of this gas."

CANADIAN PRESS AT WAR FRONTS

THE appointment, by the Board of Directors of Canadian Press, Limited, of a representative to serve the newspapers of Canada at the battle-fronts, and the recognition by the Government of that appointment, in arranging for transportation and for admittance to sources of information, is but one more illustration of the large and serious part Canada is taking in this world war.

It is of the very first importance to Canada, and to Canada's varied war activities, that the Canadian people be kept in the closest possible touch with what is going on at headquarters; that those goings on be witnessed as from the Canadian point of view, and that the reporting and interpreting of those goings on be according to a standard of judgment Canadians know and can understand.

Canadian Press, Limited, is composed of daily newspapers of all shades of political opinion, and in every Province from Halifax to Victoria. The service covered by this appointment will be made available for all the newspapers in the association.

Mr. Stewart Lyon, whose appointment was made in Montreal by the Directors last week, is already on his way. He is acknowledged throughout the newspaper fraternity in Canada as possessing, to a very rare degree, the newspaper qualifications of incorruptible integrity, tireless industry, the instinct of penetration, and a disciplined sense of values, together with a wide and accurate knowledge of geography and history as these factors are involved in the war and in its antecedents. His despatches will be of the keenest interest and of the greatest value.

Accurate knowledge of the essential facts of the war and competent interpretation of those facts are supremely needful to the nation in this time of crisis, when recruits for service are called for as loudly as is military equipment.—The Toronto *Globe*.

CANADIAN WAR RECORD OFFICE
ISSUES NEWSPAPER

THE *Canadian Daily Record*, four-page pamphlet, is sent daily to the units of the Canadian Expeditionary Force in France and England by the Canadian War Record Office in London. The news which is in bulletin form is cabled daily from Canada, and is of such a character as to be of great interest to the men at the front. The items are timely and go from all parts of the Dominion, and the whole paper has an appearance of brightness and neatness. This record has been issued daily with the exception of Sundays, to the Canadian boys since December 22.

MONTREAL STANDARD

THE *Standard* desires to apologize to the dealers in Montreal and suburbs to whom it was impossible to give full supplies of The *Standard's* News Edition.

It was found mechanically impossible to print sufficient copies of this issue to satisfy the public. The enormous regular edition was printed and circulated, but repeat orders continued to pour in from all parts of the city and province. One dealer writes: "I could have sold a thousand more *Standards* if I could have obtained them." One dealer sold 6,700 *Standards*, and states he could have sold

thousands more. In some parts of the city a queue many yards long formed before the dealers' stores with customers awaiting their turn to get a copy of the paper.—Advertisement in The Montreal *Daily Star*.

CANADIAN JOURNALISM

"SPEAKING GENERALLY," says Mr. C. F. Hamilton in The *University Magazine*, and speaking with twenty-one years' active experience, "a community has the newspapers it deserves. Most of the objectionable features of newspapers are due to three causes: People desire them; newspaper men think that people desire them; the people who dislike them are quiescent. An example is the practice of publishing pictures in which vulgarity of subject and drawing supply the place of wit and humor. Undoubtedly some people really do like these deplorable objects. It may be suspected that fewer people like them than the newspaper owners think. But the numerous people who dislike them submit in silence. Why do they not protest? If twenty people were to notify an editor that they thoroughly detest a particular series, its attraction to him would be diminished. The respectable citizen in this matter as in politics fails to do his duty.

"A fault for which the public is chiefly responsible is violence and unfairness in politics. Nearly all journals of any importance are party newspapers, and Canadian partisan newspapers on the whole are inferior to American partisan newspapers in fairness and reasonableness. We have this paradox, that the great majority of the voters, even when party men, dislike, unfair reporting and blind or dishonest criticism, and that nevertheless it is exceedingly hard for newspapers to print fair reports and intelligent comment. Active party workers, as distinguished from the ordinary party men, make it unpleasant for the editors on their side who deviate into fairness, while the respectable citizens who privately think it a shame to garble a speech or to print unreasonable attacks neither help the editor when he does right nor censure him when he does wrong. As this is a subject upon which I have special knowledge, I may perhaps enlarge upon it. The average working politician in Canada is a much finer fellow, and a much better citizen, than is believed by the self-righteous folk who stand aloof; but he has his weaknesses, and one of them is a strange blindness to the fact that the really formidable controversialist is the fair controversialist. If I am supporting a party and my readers observe that my statements of fact are scrupulously accurate, perceive that I do not press weak arguments, and note that I recognize the strong points in my opponents' case; then, it is my conviction, when I make an assertion they believe it, and when I push an argument they attach weight to it. To see a member of their party conduct political controversy in such a way, however, is singularly distressing to the great number of party workers, of both parties, and the morning that a newspaper publishes a fair report sees a swarm of protest descend upon the editor's head. The remedy for this state of affairs is for the fair-minded folk to assert themselves; if the editor is made to realize that fairness will win approval and support, he will be

strengthened in his efforts to attain it. This prescription, of course, touches the respectable citizen on his weakest side; for behind his uneasy contempt for the "ward-heeler" and the "party hack" is the uncomfortable fact that these opprobriously designated persons are his superiors in public spirit."

FIRST NEWSPAPER WEST OF
WINNIPEG

IN 1860 or '61 my father, P. G. Laurie, who was then editing the *Owen Sound Advertiser*, at Owen Sound, sold out his business and started for the Red River country; but only got as far as Detroit finally locating in Windsor, where he established the *Windsor Record*. He always had the Western bug in his head, so when Dr. Schultz went down in 1869 looking for a printer it did not take him long to close the bargain. Shortly after his arrival in Winnipeg the first Riel Rebellion broke out and Riel offered a reward of \$500 for my father's capture, because he had printed the Queen's Proclamation. This, however, was never claimed, as my father in company with Donald Codd and Thomas Lusted succeeded in getting away from Riel and went back east.

After peace was restored, Dr. Schultz received a grant from the government to defray expenses of refugees back to the country. My father was one of his party, and accompanied by his eldest son, William, arrived back on September 4, 1870, having returned by the Dawson route.

In the spring of '78 my father again succumbed to the lure of the West and in the month of May started out for Battleford taking the plant of his printing office with him. He traveled by Red river carts across the prairies and after a strenuous journey reached his destination in three months. On the 26th of August, 1878, the first number of the *Saskatchewan Herald* was issued—the first newspaper to be published west of Winnipeg. In commenting on the advent of the *Herald*, Mr. Jack Cameron, a well-known newspaper man in Winnipeg, but at that time editor of the *Guelph Herald*, said, "that each step took him farther away from the beaten track" and surmised that "by the time civilization reaches Battleford it is expected that Mr. Laurie will pull up stakes, seek out some lonely canyon in the Rockies and publish a paper for gratuitous distribution among the grizzlies."

My mother again remained behind to give the family educational advantages and it was not until early in 1882 that my father returned with the object of taking us to our new western home.

Roads were not always what could be desired in those days and freighters often found that they must leave part of their load behind—not always the least important part of it either. More than once my father waited in vain for the print paper ordered months before, but when the stock on hand reached the vanishing point and a less enterprising man would have missed an issue, he merely borrowed wrapping paper from the store and the *Herald* came out as usual, a yellow journal in the real sense of the word.—Reminiscences of the 80's in the *Winnipeg Telegram*.

HARRY HILLMAN has become editor of the *Inland Printer*, succeeding A. H. McQuilkin, who has just resigned. Mr. Hillman has been associate editor for a number of years.

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R. H. ECCLESTONE - Eastern Manager
JOHN C. KIRKWOOD - Editor
E. E. ADAMS - Associate Editor

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THE CORRECT SPELLING OF PROPER NAMES

WITH many Canadian newspapers it is no journalistic sin to misspell proper names, in particular, the names of persons. Some papers, for example, are already receiving letters from *Stuart* Lyon, the newly appointed Canadian war correspondent, whereas his baptismal name is *Stewart*. The *Toronto Globe*, *Stewart* Lyon's own paper, is a frequent and indifferent offender itself in this regard, so *Stewart* Lyon has no cause to complain. One would think, for example, that the *Globe* could not make any error in captions or text with the spelling of the name of a Federal Cabinet Minister, yet it boldly and unblushingly passes "*Burrill*" when it has occasion to print the name of the Minister of Agriculture for the Dominion of Canada. The honorable gentleman himself writes his name, and likes to see it printed, "*Burrell*."

In Toronto—PRINTER AND PUBLISHER speaks for no other city—the correct spelling of proper names, and correct initials, are apparently beneath editorial notice.

VELLUM PAPER AT OTTAWA

SOME of the Federal Government departments use a very high grade of expensive vellum paper, foolscap size, for common bulletin service. Paper of this grade and costliness is not wanted by those who receive department bulletins and is like the painting of a lily—foolish and ridiculous excess.

The unnecessary extravagance represented by the use of vellum and linen stationery for bulletin service is aggravated at this particular time of paper scarcity and of high prices. Even if the paper used cost the Government pre-war prices, the use of it for common circularizing is unwarrantable.

The politician is a queer animal: he seeks election by the people by perfervid denunciations of Government extravagance—if he is of the Opposition; and is eloquent on the subject of careful economy by the Government, if his party is in power. But when he becomes elected, and especially when he becomes a man high up, he says: "Economy in little things? Avaunt! I will have none of you!"

PRINTER AND PUBLISHER is not condemning the use of fine, heavy-weight vellum paper, with embossed crests, for official and individual correspondence, but it can see no defence for the use of such costly paper in these times, or at any time, for department bulletins issued by the thousands, and sometimes requiring several sheets for the contents of a single bulletin.

Has the Government, or an offending Department, any answer?

PUBLISHERS RETARDING PAID-FOR ADVERTISING

THE Montreal Presbyterian Publicity Committee representing Presbyterians opposed to the project of the union of the Presbyterian, Methodist and Congregational Churches in Canada, has been sending out to Canadian publishers a good deal of material for which free publication was requested, and many publishers "fell for it."

The Canadian Press Association issued a bulletin on the subject, and since this appeared much less free publicity has been obtained by the Montreal Committee.

Publishers who insert the Montreal Committee's material free should give the hospitality of their columns to the material of the Committee in favor of Church Union, if such a Committee exists, and if it sends out its views, with a request for free publication.

The question arises, however: If the Unionists and Anti-Unionists want to inform and shape public opinion for their own ends, this through the medium of newspapers, should they not pay for the space required, just as patriotic organizations, Governments, the Citizens' Committee of One Hundred, the Y.M.C.A., and political parties have been paying for spaces to promote their objectives, all more or less benevolent or moral in their purposes?

Publishers who give their space and circulations free to organized bodies for the promotion of special ends do not play their own game, and prevent the development of legitimate and desirable, and in many cases certain, advertising. Let publishers ponder and think of these things.

THE EDUCATION OF ADVERTISERS

WHAT are Canadian newspapers, individually, jointly or through their organization, the Canadian Press Association, doing to make, hold and inform advertisers? Practically nothing!

And the reason is not that there is nothing needing to be done. It is not that the newspapers have all the business they want or can carry. It is not that advertisers are all-wise, with no need or desire for knowledge. The big reason is—the newspapers are asleep at the switch.

Behold the poor advertiser! He is an object of pity. The lithographer gets after him, and the engraver, and the printer, and the poster man, and the novelty man. He is the "meat" of solicitors for the farm press, the trade press, the magazines, the periodicals, the weeklies, and the dailies. Hour upon hour, day after day, his ears are open to their cry—but not generally in sympathy. He is torn asunder in his understanding. He lacks knowledge. He feels that canvassers are thieves and robbers.

The chances are that every one of those who seek his signature "on the dotted line" are honest men, telling the truth. But it would ruin him if he sought salvation by the way of them all.

Now why should not all these honest men get together and jointly, and in the strength of union, capture and save and make greater their man? Or if the direct-by-mail, the poster, and the novelty men won't mix with the advocates of the press, then let the various allied interests combine, and go to it with their might.

Usually, the making of a successful advertiser, and maximum advertising success, come from a combination of advertising methods and agencies; and just as credit for cutting can be given exclusively to neither blade of a pair of shears, so neither by direct methods nor by newspapers alone is any advertiser or potential advertiser likely to be developed as a great employer of the agencies of publicity.

To be concrete: The daily newspapers of Western Canada can very fittingly join together to tell their common story. So can the farm papers of Western Canada. So can the weeklies. Similar groups in Eastern Canada can join in like manner. The trade press of Canada—found chiefly in Toronto and Montreal—can profitably join together in an endeavor to emphasize the importance of winning the dealer's alliance in any merchandising endeavor; and so on.

Advertisers in Canada need to know a great deal not too well known to them now. The knowledge they require cannot be given by any one newspaper—because the effort and cost would be too great for any single paper to bear. Advertisers want the knowledge that can be procured only through surveys.

Suppose, for example, that a firm wants to go after the sheep-breeders in Canada; where are they? What are the most effective and cheapest means or mediums to employ? What counties, in Eastern or Western Canada, are the stronghold of the sheep-breeding industry?

What solicitor representing a farm paper, or any other class of paper, or an advertising agency, possesses this information, or can obtain it quickly from his business office?

Let this one illustration suffice. It

makes clear PRINTER AND PUBLISHER's point: namely, there is great need in Canada for co-operative and intelligently-directed and aggressive effort on the part of publishers to name no other classes of advertising interests, to procure for and furnish to advertisers essential knowledge.

Little or nothing of the sort is being attempted, and so far as PRINTER AND PUBLISHER knows, not even being considered. Publishers seem to prefer to go along the same old way—of individual solicitation. The folly of this is made clear by an illustration. There stands a huge block of gold—weighing some tons. It is offered free to those who can take it away. Along comes Jones. He bursts a blood vessel in his efforts, and quits. Along comes Brown. He also fails to budge the gold. Along comes Smith—a giant—and his strength is inadequate. And so on, through the days and the years, have come and gone a multitude of greedy, suspicious, distrustful men.

Why not a pact? Why not co-operation—a union of forces, adjusted to the weight and bulk of the mass?

The joint effort is made. It wins. The golden block becomes the possession of the participants in the enterprise, and each, on division, is enriched.

The annual meeting of the Canadian Press Association is in sight. Will some ambitious, clear-sighted, level-headed, stout-hearted, thick-skinned publisher-member be ready to propose then a movement which will have power to wear down the resistance of the non-advertiser, but should-be advertiser; and to multiply the space-purchasing power and willingness of present advertisers?

Has PRINTER AND PUBLISHER started anything?

BULLETINS vs. NEWSPAPERS

A NUMBER of very excellent organizations—the Ontario Safety League, and the Toronto Bureau of Municipal Research are two examples—spend not a little money each year in having printed and mailed their bulletin, and occasionally they complain of the costliness of this form of communication.

Costliness is a relative term: it must be considered along with results. It may cost \$25, for example, to make a personal call to close an order for \$1,000, whereas 5 cents would have sufficed for a direct-by-mail canvass. Yet when \$1,000 orders are the objective, the average shrewd business man prefers to spend the \$25 to spending the 5 cents.

If the privately mailed bulletins of organizations with messages to a wide public accomplish the desired results, then one is put in a difficult position when he undertakes to be critical. One concludes, however, that the issue of bulletins addressed under cover of an envelope and despatched at an individual mailing cost of one or two cents to a large number of persons, does not always accomplish desired results. One organization of which PRINTER AND PUBLISHER knows, and which issues bulletins, has written as follows to those on its mailing list:

"Since June, 1915, we have issued our Bulletin Service in the interest of —. Owing to the increased cost of printing and distribution we find it necessary to ascertain whether these bulletins are of any use or assistance to you. If they are, we ask you to bear your share of the cost

as many other manufacturers are doing. Our charge is ten dollars per annum. If they are not suited to your needs, please advise us so that your name may be struck off our list."

Here is one case where the high cost of printing and distribution is making the publishers wince, and there is no apparent certainty that the bulletins in question are accomplishing their appointed object.

When results are greatly desired, and where the constituency to be appealed to is large, it will generally be found economical to use the public press. Even if space seems to cost too much, cost must not be regarded by itself: results and cost must be considered together.

Newspapers give results which direct methods frequently fail to yield; and so the higher cost of newspaper publicity (daily, local weekly or class newspapers) becomes amply justified; indeed, more than justified—imperative, in the interests of both economy and results.

Take the two specific organizations named above: The Ontario Safety League, and the Toronto Bureau of Municipal Research. Each of these two organizations seeks, or desires, the attention of a large public, and an ever-enlarging public. This aimed-at and desired public is more surely, permanently and co-operatively won by public canvass than by private circular canvass—this just because of the nature of the average man. The appeal in public—in the hearing and sight of half a million or a million other individuals—has a power of attention—attraction, attention-holding, and persuasion not possessed by the private, unwitnessed appeal. The whole thing is psychologic, if you will, but it is a FACT.

The triumphs of public advertising—in the press—are too numerous and too well known to require demonstration here and now. They are freely admitted by those who use the substitutionary method of direct appeal—but admitted *in the case of others*. When it comes to the personal application of admitted truths, a good many of us pull back, and resist, and say, "Our case is different."

What doctor's patient but thinks or believes that his or her individual case is transcendantly "peculiar," "unique" or "different?" The introspective, morbid, self-absorbed patient likes to think that his or her case abounds in complications. But the physician knows that nearly every case is common, that it reduces to the dimensions and characteristics, to the level, of a thousand other cases. He may, probably does, let his patient cherish the belief that his or her case is distinctive, peculiar, baffling and all that; for so will his conquering skill be the more esteemed and perceived, and so the larger can he make his fee. But when this physician meets his brother physicians, they crack jokes over their fussy and self-deceived patients.

Many and many a potentially great business has been held back from its destined career, because some man of power believed his business to be "different," and refused to employ newspaper advertising to sell its product or service in greater amount; but when some disguised Providence removed this befogged and obstructing individual, making way for some successor of clearer vision and of more venturesome spirit, the "different" business was found to be weighable and measurable by the same scales and yard-

sticks that other like businesses had been measured by and entirely capable of expansion and sound and profitable development by the employment of newspaper advertising.

The bulletin has its place in selling; but when it is made the choice with newspaper advertising as the alternative, the situation must be "different," "unique" and "peculiar" indeed.

A JOURNALISTIC PEER

SIR HUGH GRAHAM, proprietor of the *Montreal Star*, is the first overseas journalist to be raised to the peerage. His elevation is "for extraordinary initiative and zeal in promoting and supporting measures for safe-guarding Imperial interests."

Peerages are rarely conferred on Britons beyond the seas under any circumstances, and this latest creation is positively unique in crowning a career that reads like a romance.

The youthful Hugh Graham was a barefoot boy in Huntingdon County, Quebec, with no better prospects than beckon every other lad born of good parentage with all the hills of life towering above him, ready to be climbed.

He is now a Baron of the United Kingdom—and all through his own force of character, his marvelous mental equipment, and his sincere devotion to his native land and the empire with whose destinies it is indissolubly bound up.

His services as a public man have been very great, though much less known than they would have been if he had been less averse to the limelight. Those who know him in the field of patriotic devotion have the highest regard for his purposes and the intelligent energy with which he presses them to success.

Born at Athelstan, Huntingdon County, on July 18, 1848, Sir Hugh at an early age began his newspaper career as an office boy for the *Montreal Evening Telegraph*, under his uncle, Edmund Henry Parsons. He was then fourteen, and it is to this beginning that he probably owes the characteristic that, to the present day, he takes an especially keen interest in a promising office boy. Given half a chance, he sees a successful publisher in a shock-headed lad who is intent on his small duties.

But Hugh Graham was not long an office boy. In one month he became assistant bookkeeper and cashier; in five months more, bookkeeper; and in four months additional, business manager. His next step was to the office of the *Montreal Gazette* as secretary-treasurer, where he came in contact with George Lanigan, a writer whose reputation is still preserved, and with him, a year later, he founded the *Montreal Daily Star*.

The young "Dick Whittington" from Huntingdon was not then of age, and as a minor he faced the world with his new enterprise and with a capital of \$100.

Out of that he has made one of the great newspaper properties of Canada and reached the House of Lords. How he did it is a story of determination, resource and courage which no novelist would be reckless enough to imagine.

Sir Hugh Graham has won great success, and yet he has carried his honors with a sincere modesty that disarms envy and endears him to all who have been fortunate enough to penetrate his somewhat elusive personality.—*The Fourth Estate*.

Pointed & Pointless

BY SIX-POINT BILL

MAX O'RELL, the famous, in his talk on "John, Sandy and Pat," asked his laundryman in the "City of the Lost Angels," otherwise known as Los Angeles, and the home of Gen. Harrison Grey Otis and the *Times*, what he thought of "Sandy." The Chinaman just blinked his almond eyes and never moved his face muscles. He said less than the Sphinx—and that's something. Max then mentioned John, the Englishman, and the Chink smiled faintly. The witty Frenchman quickly followed this with an interrogation as to the laundryman's opinion of Pat, the man from the Emerald Isle. The Chinaman immediately burst into a broad smile, remarking that "Il-ish and Chinee al-smile." There is a man from "It's a long way to Tipperary," who decorates this page occasionally. He has seen fit to decorate me a couple of times also. For instance, some time ago he flattered a goat in a cartoon in this "Pointed and Pointless" stuff, so that his own mother would not know him. He carried this flattery to such an extent that a fighting bulldog passed up the goat and tackled what was supposed to be Bill. And now, dear reader, allow me to introduce to you, Mr. William Casey, the only man, woman or child that ever escaped from Tipperary with the front name of Billy, and his head free from scars. Mr. Casey is an artist and a cartoonist. And if he takes the wrinkles of care from your brow and makes you smile, you owe him, as I do, and cheerfully here tender, sincere thanks.

* * *

C. F. Hayes, who publishes the *Creston, B.C., Review*, wrote Editor John Kirkwood, of PRINTER AND PUBLISHER, if "P. O. Well, who is contributing some excellent skits from month to month," is one and the same of that name who helped to bankrupt a certain great publisher in the mid-nineties. As P. O. Well is my alter ego, in his behalf I wish to reply. In the first place his bouquet is acknowledged with thanks. In the second place, I wish to deny the allegation and defy the allegator of the Kootenay. The wrecking was accomplished by a bank wrecker, who sported a silk hat and other things. The publisher was the largest shareholder, and the double liability of the Banking Act turned him out of house and home. A newspaper man, not for 15 minutes of his life, ever has the privileges of millionaire bank wreckers. This publisher, a man then and a man still, is again publishing successfully. It was indeed a privilege and pleasure, to others as well as P. O. Well, to renew old Toronto associations with the fine gentleman last summer, who, notwithstanding his 80 years, carries his six-foot-two as erect as a Kitchener. The gentleman, oh, yes: Mr. C. Blackett Robinson. P. O. Well kindly remembers Clarence F. Hayes, and is glad to know that this young man of the nineties is now a full-fledged editor and publisher himself, whose writings are worth while. P. O. Well also notes with pleasure that Mr. Hayes gets \$2 per year for his eight-page weekly. *Creston*, which must be among the higher-ups, from its name, has as chief industries, lumbering, farming and fruit-growing. Its excellent water enables all good citizens and editors to ride the aqua chariot. Kind regards, Clarence, from P. O. Well, who remembers you as a young man about as fat as an exclamation mark of an extra condensed 18-pt. letter.

* * *

I can't let British Columbia get away as easy as that. A Vancouver dentist, in a two-column, 7-inch ad., tells the printers of their bad teeth, and tells them in such a convinc-

ing way that every disciple of Guttenberg examines his ivories every half-hour to see if it is so. The dentist, if he writes his own ads, is wasting time. Lucrative as dentistry must be, it is not a patch on what he could earn if he took to ad. writing. I suppose that this dentist talks to all trades and callings as he has done to the printers in the Vancouver daily. Still one wonders how people out there develop bad grinders. Rice and chop-sticks are supposed to be easy on masticators. I know one old eastern printer who never sat in a dentist's chair till he passed the half century. Now, this old printer carries with him the Goddess of Liberty, the American eagle and the thirteen colonies, all off a ten-dollar gold piece, and when the eagle and the Goddess of Liberty and the thirteen stars get busy, the old printer stutters and splutters, and imagines he is down on the Rio Grande discussing it with the Mexicans.

* * *

Two things have been bothering editors, publishers, printers, the devil and the ghost, the past month. One was the price of the tubers that Sir Walter Raleigh found in South America, brought them to Ireland along with tobacco and gave the Emerald Isle one of her few comforts. To put it short, I mean potatoes. The other thing was the price of paper. Washington and Ottawa talked it over for those who use newsprint, and everything appears to be good for 2½¢. news at the mills—that is, for the daily men. But what about the other fellows. Seventy-five per cent. of the paper used in Canada is of the better grades. And the question resolves itself to this—are the public, who use this better class, to fill the vacuum in the cash drawer caused by the governmental interference in the newsprint situation. If it works out this way, I do not know which will prove to be the greater burden to the public—potatoes or paper.

* * *

There are every indications that an ease-up is close at hand in the better class of book papers, covers, etc. A well informed man in the printing trades informed the writer that the Canadian market was canvased by more American salesmen the past couple of months than for the last two years. The purchasing department of one big publishing house has been sampled very extensively the last few weeks by United States paper manufacturers. Notwithstanding the heavy duties and war tax, the prices quoted are attractive enough to cause some figuring. If the freight situation clears up in a month or so, it is possible that much of the better grades will be coming into Canada very freely. Prices in the United States and Canada may be gauged from this fact. Coated paper is sold in the States at \$7.80 per hundred, and lower for larger quantities, while the same quality in this country is offered at \$11 and \$11.25. This news, no doubt, will be cheering to the printer. But at the same time it would not be the part of prudence to buy a ten-thousand-dollar automobile when an eight hundred benzine wagon would fit the situation better. In other words, do not gamble on the future. Be Aberdonian, as it were.

* * *

There is a young fellow of 76 employed in the Toronto *Star* composing room who holds his own with men of more mature years, say 25 to 40. Known to his friends as "Bill" Joyce his early days were spent on the grand chain of lakes, and I believe holds a mate's certificate, perhaps a captaincy. We read of young fellows of 80 or 90 working at the art pre-

servative in weekly newspapers or job shops, but on an "edition" daily it's different. "Bill" is a man of resource and a splendid writer, and I have a strong suspicion that some of the verse in the lighter vein on the editorial page of a certain evening newspaper emanates from his pen. His resource is best illustrated by an incident that took place one Sunday a few years ago at a Toronto dock. The *Lucy Jane*, or whatever her name was, rode at her berth with her hold filled with cordwood. The demands on the *Lucy Jane* as a cargo carrier were very keen. To get that wood out of the *Lucy* and avoid contact with a big Irish cop and the Toronto police court for an infraction of the Sabbath observance law was the problem. Bill pulled the sea cock, and commenced to unload the wood which was floating around the internal economy of the *Lucy Jane*. The cop got after Bill. Wanted to know why he was unloading his vessel on the Sabbath day. Bill told him the *Lucy* had sprung a leak and he was not going to have her down among the cat fishes. He got away with it. The sequel to the one he put over on the "copper" is that a vessel loaded with cordwood would not sink even if she were torpedoed with one of Emperor Bill's torpedoes. Of course, the *Lucy Jane* cleared that Sunday night for Bronte, of which Hamilton, Ont., is a suburb.

THREE CARTOONISTS

THREE cartoonists seem to have risen to a true appreciation of the war. They are Partridge, Raemaekers and Bairnsfather. Partridge was known and enjoyed a wide reputation before the war. He contributes to *Punch* most of what may be called its political cartoons. He represents dignity. Raemaekers, the distinguished Dutchman, stands for pathos. Bairnsfather sees the humorous side of things. Each in his way is without a serious rival. Much as we admire the work of Partridge, we do not think he has as yet produced anything that will live in the recollection of the public like some of Tenniel's masterpieces; nevertheless, he is always impressive and frequently conveys great ideas very forcibly. Raemaekers is in a class by himself. He is perhaps the greatest master of the tragic that has ever put pencil to paper. The manner in which he presents the sufferings of the Belgians is terrible in its intensity. In making faces and attitudes express ideas he has no near rival. Bairnsfather has a delicious sense of humor. His work is based upon his own experiences in and about the trenches, and he began his work under fire. At the second battle of Ypres he was severely wounded, and we do not think he has since been able to return to the battle line. There are few things, except death and suffering, that have not their funny side to him. In his British Tommy he has created a type which probably does not resemble any original, but admirably depicts that humorous philosophy with which the average soldier regards the extraordinary conditions under which he lives when on the firing line.—Victoria *Colonist*.

BUSINESS IMMIGRANTS

BASED on information from all sources, there was never a time in the history of Canada when there were so many enquiries from American manufacturers desirous of establishing branch plants in Canada. There is a growing feeling among our neighbors that there will be preferential trade, throughout the British Empire, and possibly extending to all the Allies. Beyond this they believe that Canada will show remarkable growth in the years following the close of the war. They think it good business to have a plant in Canada with which to supply British and Allied trade as well as the tremendous demand which a growing country requires.

There have been more representatives of American manufacturers trying to sell goods in Canada than ever before, notwithstanding the scarcity of raw materials. Firms who have never tried to do business here are awakening to their opportunities and there are many opportunities for the sale of goods that are not now manufactured in Canada.

The address by Mr. Dennis, Assistant to the President of the Canadian Pacific, recently delivered in New York, has attracted a great deal of attention and has been freely quoted throughout the United States. In his talk Mr. Dennis predicted a population for Canada, in a comparatively short time, of 50,000,000 people.

It is unfortunate that we have no national officials to whom these enquiries can be referred. The majority are being taken care of by the various trade and technical papers, but there are some points on which it is important to have official Government information. Here again, we find the need of a business man in our Ministry of Trade and Commerce. —*The Financial Post of Canada.*

* * *

The above is a plain suggestion to the publishers of Canada to advertise in the United States—to attract industries and advertising. This sort of advertising Canadian publishers have done but little—and they have lost in consequence.

ENGRAVERS ASK FOR DISMISSAL

EIGHT officers of the New York Photo-Engravers' Board of Trade, who were charged with violation of the State Anti-Trust Law, have applied for a dismissal of the charges against them.

Counsel for the defendants asked that the indictments against the directors of the photo-engravers trade board be dismissed, claiming that the state anti-trust law did not apply to the case, declaring that photo-engraving is a matter of work, labor and services.

Assistant District Attorney William H. Black opposed the motion, saying that every article was the result of work, labor and services, and that but few things were of common or universal use.

Attorneys for the defense contend that photo-engraving is not of common or universal use.

It was pointed out that photo-engraving and its results could be seen in the thousands of newspapers, magazines, programs and other printed material.

Mr. Black held that about the only articles in common use were food and clothing.

It was in April, 1916, that the local Photo-Engravers' Board of Trade adopted a standard scale of prices and agreed that no lower rates should be charged. An agreement was entered into with Photo-Engravers' Union No. 1, whereby the Board of Trade would hire only men connected with that union and that the latter in return would do no work for any firm except those who were connected with the Board of Trade.

It has been conceded by the district attorney's assistants that it is lawful for a labor union to make agreements to raise wages. No action, therefore, will be directed against the union.

NEW OTTAWA LIBERAL PAPER?

THERE is considerable talk of the establishment of a new Liberal evening paper in Ottawa to occupy the place left vacant by the absorption of the *Free Press* by the Journal Co.

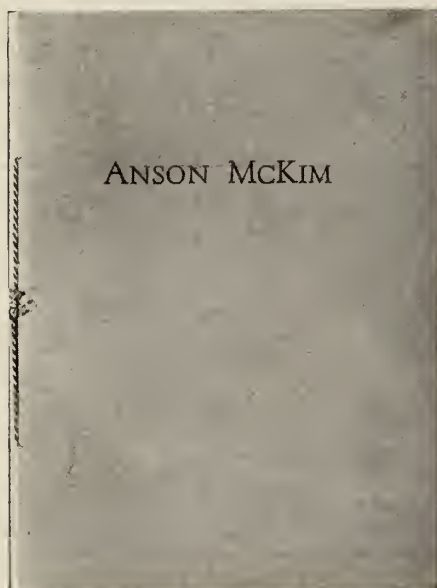
GREAT BRITAIN BARS PUBLICATIONS

CANADIAN publishers and printers are hit by the regulation of the British Government which forbids the importation of newspapers and periodicals of over sixteen pages, and of printed matter in the form of books and catalogues.

While it may be true that the circulations of Canadian newspapers and periodicals in the British Isles, and the export thither of Canadian-made books and catalogues are small, yet the exclusion is serious to Canadian manufacturers, publishers and printers. Britain's needs and Canada's ability and growing eagerness to supply some of these needs together were making new trade relations between the two countries, and advertising in publications and in the form of catalogues and other printed matter was doing an important work in introducing Canadian firms and Canadian-made merchandise to British distributors and consumers.

However, all men recognize the extreme gravity of the present situation in the matter of Britain's tonnage requirements, and personal and private interests are not likely to protest vociferously or strenuously against the British Government's act in forbidding for the present the importation of everything not absolutely essential.

In this connection it is to be pointed out that British publishers and printers are being very hard hit. All along publishers and printers in Great Britain have been suffering from the scarcity and high prices of paper; and smaller newspapers have been a necessity. Now it is practically certain that many publications will have to reduce themselves to mere shadows of their former selves, or suspend publication altogether; and advertising in Great Britain may shrink to the point of almost complete disappearance—this in respect to many advertisers and publications. Canadian printers and publishers have, therefore, not much cause to complain when they keep in remembrance the condition of things in Great Britain.



Cover of memorial brochure being sent out by A. McKim Advertising Agency in connection with recent death of Anson McKim.



The inner pages of the memorial brochure illustrated elsewhere on this page. The text of "An Appreciation" is taken from the February issue of *Printer and Publisher*. Recipients of this memorial of Mr. Anson McKim will prize it.

NEWS ITEMS--MAINLY PERSONAL

BRITISH COLUMBIA

C. F. Hayes, editor of the *Creston Review*, has been elected secretary-treasurer of the Creston Board of Trade.

Joe Potter, at one time editor of papers in Sandon and Kaslo, died recently in a Welsh Hospital, from wounds he received on the battlefields of France.

W. E. McTaggart has handed in his resignation to the British Columbia Department of Agriculture, and is leaving to take a position on one of the best known farming papers in the West.

ALBERTA

The *Bashaw Star* has been taken over by W. E. Armstrong.

The editor of the *Erskine Review* was elected school trustee for Erskine school in the recent elections.

George M. Thompson, editor of the *Calgary News-Telegram*, visited Montreal, Ottawa, and Toronto on business last month.

Mr. Roulston, late of the *Donalda Free Lance*, purposes establishing a paper at Gadsby, 18 miles east of Stettler on the C.P.R.

J. J. Atherton, a Calgary printer well known in the south as former proprietor of the *Magarh Pioneer*, has returned from England, where he has been for some months.

J. D. Skinner, formerly of the *Rocky Mountain House Guide*, is spoken of as the prospective Liberal nominee for the constituency of Stettler. Mr. Skinner is now engaged in the automobile business in Stettler.

The *Donalda Free Lance* has discontinued publication since the beginning of the year.

Ed. Wimmer, formerly of the *Coronation Review*, is employed on the *Stettler Independent* for a farm and district publicity campaign.

All the papers in central Alberta are doing good work for the patriotic fund, and their services are invaluable to the cause. Special mention must be made of the *Camrose Canadian*, whose editor, G. P. Smith, M.P.P., has organized the district of Camrose for patriotic fund purposes.

Miss Annie Snyder is one of the latest to join the women contingent who are conducting newspapers in the West. She is the publisher of the *Hand Hills Echo*, and her paper covers the prosperous district of Delia and Craigmyle. Miss Snyder is also well known as a reader and entertainer.

Robert J. C. Stead has been appointed general publicity agent of the Canadian Pacific Railway, with Charles W. Stokes as assistant. Both hail from Calgary, Alta. They are attached to a new department of the road, which has charge of the promotion of colonization and industrial developments.

The estate of the late Frank Whiteside, M.P.P., which includes two newspapers, the *Coronation Review* and the *Castor Advance*, is now being liquidated, and these two papers will probably be sold. Mr. McGillivray, a brother-in-law of the deceased editor is conducting these papers until the estate is wound up.

SASKATCHEWAN

The *Saskatoon Phoenix* is now \$3 a year an advance from \$2.

C. B. Nelson has issued the first number of *The News*, at Vanguard, Sask.

Former Editor Tupholme, of the *Gull Lake Advertiser* has enlisted with the Regina detachment of the 249th Battalion.

William E. Knowles, M.P., for Moose Jaw, a solicitor, has submitted a bill designed to make it a criminal offence for manufacturers and others to enter into agreement to fix and enforce the retail price of products. The bill is exciting lively interest among many commercial bodies, and is receiving not a little attention in the public press. **PRINTER AND PUBLISHER'S** leading article in this issue has to do with matters allied to Mr. Knowles's bill.

MANITOBA

The T. Eaton Co. are at present installing a new Hoe 32-page magazine and catalogue rotary press in their printing plant in Winnipeg.

The *Winnipeg Telegram* gained 71% in local display advertising in January, 1917, as compared with January, 1916. The inference is a double one: business in Winnipeg is good and the *Telegram* is prospering.

Ralph Connor (Rev. [Major] Chas. W. Gordon), of Winnipeg, a chaplain with the Canadian troops in France, but now on a visit home, sent a letter to the German Chancellor, Herr von Bethmann-Hollweg. No reply has been received, nor is expected.

After occupying the position of King's printer for nearly 18 years, James Hooper is retiring from the office, according to reports in circulation. Mr. Hooper was appointed to the post when Sir Hugh John Macdonald's government assumed power in 1899. He was engaged in journalistic work when he accepted the position.

R. F. Burkhardt has become music and dramatic critic of the *Winnipeg Tribune*, succeeding the late Charles H. Wheeler. He is an American and went to the *Tribune* a year ago from the *St. Paul Dispatch*, after having served for several years as a reporter, rewrite man and copy reader on the *Chicago Inter-Ocean*, *Herald*, *Examiner* and *Journal*. His first newspaper connection was with the *Des Moines Register* and *Leader* seven years ago.

ONTARIO

Chatham had a Dollar Day on March 3. E. D. Lowe, of Lowe-Martin Co., Ottawa, is in Winnipeg.

J. W. Short is again connected with the Mortimer Co., in Ottawa.

Recently the *Newmarket Era* entered upon its sixty-fifth year of publication.

Dalton J. Little, formerly of the *Ottawa Citizen*, is now with the *Toronto News*.

R. E. Mills, editor of the *Elora Express*, is on the Hydro Committee of that town.

Guy W. Smith, has joined the business office staff of the *MacLean Publishing Co.*, Toronto.

Andie Clark, acting news editor of the *London Morning Advertiser*, has been seriously ill.

Simmons Printing Co., Ottawa, has been awarded the contract for city printing for 1917.

W. J. Black, formerly of Windsor, has retired from the editorial staff of the *Detroit Journal*.

Angus M. Monroe has just completed fifty continuous years in the employ of the *British-Canadian*, Simcoe.

H. V. Tyrell, general manager of the *MacLean Publishing Co.*, Toronto is holidaying at Pinehurst, N.C.

The *Thornbury Review-Herald* is now published by a joint stock company, the *Beaver Valley Publishing Co.*

Lieut. Peter Goudy, formerly of the *Toronto Telegram* and the *Galt Reporter* staffs, has been wounded in action.

The *Mitchell Advocate* has joined the battalion of newspapers that refuse liquor advertising admission to their columns.

For prompt action at the recent fire in the Lowe-Martin factory, the firm has sent to the Firemen's Fund a contribution of \$50.

Charles Muir, of the mechanical staff of *The Star*, Goderich, has gone to London to engage in the making of munitions.

Signaler Lloyd Hazelton, formerly of the *Brantford Expositor*, is recovering from the effects of 27 shrapnel wounds in his body.

Norman Phelps, publisher of the *North Bay Times*, is confined to his home as a consequence of overwork in December last.

Carl S. Richardson, telegraph editor of the *London Morning Advertiser*, has accepted a commission in a unit of the C.E.F. Engineers.

The Dominion Government is taking over part of the old *Ottawa Free Press* building to accommodate part of the Geological Survey.

The *Fort Francis Times* has been sold to W. J. Rouleau, head of the new local company

and it has been consolidated with the *Standard*.

Both the *St. Catharines Evening Journal* and the *Standard* produced automobile issues last month in connection with a local motor show.

A. Grant, of Montreal, is now representing McFarlane, Son & Hodgson in the Ottawa field. C. H. McFarlane also recently visited Ottawa.

The Bracebridge Council has voted \$25 per annum to each of the local papers for publishing the proceedings of council as supplied by the clerk.

Walter Dorland, secretary of the *Herald Publishing Co.*, Stratford, has been appointed assistant city clerk at Stratford at a salary of \$1,000.

W. J. Yorke-Hardy, for six years a member of the editorial staff of the *St. Thomas Times*, has become a member of the *London Free Press* staff.

Sergt. F. L. Johnson, formerly of the *Johnston Press*, Brantford, and recently of the first Canadian contingent, has been granted a commission.

C. S. Chapman has begun the publication of a weekly newspaper called the *West Torontonion*. It will serve the well-settled population of West Toronto.

J. C. Templin, editor of the *Fergus News-Record*, has been re-elected by acclamation, chairman of the School Board of Fergus for the second term.

Miss McCrae, assistant editor of the *Tillsonburg Observer*, had the misfortune recently to suffer a fracture of the leg, as a result of a slippery walk.

W. A. Wallis has succeeded Paul Bilkey, appointed editor-in-chief of the *Montreal Gazette*, as resident correspondent at Ottawa of the *Toronto Mail and Empire*.

Andrew J. Harris has resigned as circulation manager of the *Galt (Ont.) Reporter*, and is now with the *MacLean Publishing Company's* trade publications in Toronto.

J. E. Middleton, of the *Toronto Daily News* staff, editor of "On the Side," recently addressed the Orillia Canadian Club on the lack of civilizing avocations among Canadians.

Owing to inability to secure the supply of green newsprint the late edition of the *Evening Journal*, Ottawa, is now printed on white. This also applies to the *Saturday Feature* page.

Lieut.-Col. J. D. Clarke, formerly business manager of the *Galt Reporter*, who raised and took the 111th Battalion to England, has returned to Canada and resumed his work in the *Reporter* office.

The *North Bay Times* has added to its equipment a considerable quantity of modern face job type. This paper operates an Intertype and is generally equipped to do good and much work.

The *British Whig*, Kingston, Ontario, has recently concluded arrangements with R. Bruce Owen, Montreal, to represent it in that city; and also with F. C. Hoy, as its special representative in Toronto.

Britton B. Cook, brilliant Canadian journalist, has written the copy for the series of advertisements published in *Toronto newspapers* in connection with the *Veterans' Campaign* to recruit 250 men in a month.

In order to promote co-operation between the manufacturer and retailer the *Ottawa Citizen* has offered a Window Display Trophy for weekly competition open to all members of the *Ottawa Retail Grocers' Association*.

George Simpson has been appointed advertising manager of the *Furniture Journal*, one of the Acton group of publications in Montreal and Toronto. He was formerly advertising manager of the *Shoe and Leather Journal*.

Mrs. S. L. Landers, wife of Sergt. S. L. Landers, Hamilton, in addition to caring for her home, will also attend to the *Labor News Publishing Company's* business and will edit and manage the paper in Sergt. Landers' absence.

Lieutenant William Dougall, formerly a reporter for the *Port Arthur Daily News*, appeared by command at Buckingham Palace and was invested with the military cross, which was pinned on his breast by King George.

Rev. Edwin Wyle, of Grand Valley, has accepted the call to the pastorate of the Church

of Christ Disciples, Guelph. Mr. Wyle was recently appointed editor of *The Christian Messenger*, the official organ of the Disciples in Ontario.

C. H. Ralph, formerly with the Acton Publishing Company, Montreal and Toronto, and with the Hugh C. MacLean Publishing Company, Toronto, has joined the advertising staff of the *Canadian Poultry Review* and the *Poultry Advocate*.

The Fort Francis *Times* has had a change of management, J. A. Osborne, who has been in charge for many years and known as "the editor explorer" of New Ontario has handed over the reins to W. J. Rouleau, formerly of Duluth.

H. A. Nicholson has joined the art and service department of the MacLean Publishing Co., Toronto. Mr. Nicholson was formerly with the Lethbridge *Herald*, and some years ago was on the editorial staff of **PRINTER AND PUBLISHER**.

T. R. Elliott, for three years Western Ontario editor of the London *Free Press*, has enlisted as a gunner in the 63rd Battery, C.F. A. His place has been filled by the appointment of M. B. Cody, a former Western Ontario editor on that paper.

Rex. Croasdell, who was forced through ill-health to resign the position of publicity agent of the Canadian Northern Railway Company, some time ago, has sufficiently recovered to accept a position on the staff of the *Toronto Mail and Empire*.

W. Logan, legislative correspondent of the *Toronto News*, has been elected president of the Press Gallery in the Ontario Legislature for the present session. J. G. Cooper, *Toronto Globe*, is vice-president, and Hew Trill, *Toronto World*, secretary-treasurer.

Damage to the extent of \$400,000 was done to the plant of the Simcoe Lithographing Co. by fire on Feb. 7. The management of the firm entertains a suspicion that the fire was of incendiary origin. More than one hundred employees were thrown out of work.

The North Bay *Times* showed in a recent issue an illustration of an old press on which the *Times* was printed from 1893 to 1914, when a new and larger press put the older one to subordinate uses. The old press was the first cylinder press taken into New Ontario.

J. Harry Smith has been appointed city editor of the *Toronto World*. He began his newspaper career on the staff of the *Toronto Globe* and was later editor of the *Motor Magazine* of Canada. More recently he has been attached to the staff of the *Sunday World*.

Victor Ross, financial editor of the *Toronto Globe*, contributed to the *Toronto Board of Trade News* an article entitled "The Financial Situation." This article was reprinted for widened distribution, and was sent out to publishers by the *Toronto Board of Trade*.

L. F. Keemle, who came from Philadelphia some time ago to accept a position on the *Toronto Globe* reportorial staff and later transferred his services to the *Toronto Star*, is returning to Philadelphia, where he says he will enlist, should the United States go to war.

Hugh Buchanan, who for many years has produced the *Hensall Observer* and made a newsy and good-looking sheet of it, has ceased publication of the *Observer*, but is continuing the job printing establishment. The reason for dropping the paper is because of the difficulty in obtaining newsprint.

At Fort William on Jan. 31st a daughter was born to Mrs. Rooker, wife of Lieut. G. G. Rooker, C.E.F. Prior to enlisting for overseas service Lieut. Rooker was advertising manager of the *Fort William Times-Journal*, and for a number of years Western business representative for the *Toronto Globe*.

Arch. McNec, president of the Record Ptg. Co., Windsor, and Mrs. McNec, left early in January to spend the winter in Florida. They were followed a little later by John A. McKay, secretary-treasurer and publisher of the *Record*, his wife and daughter, who left on a visit to Jacksonville and St. Augustine.

John C. Kirkwood, editor of **PRINTER AND PUBLISHER**, addressed the Toronto Press Club at its regular meeting last month on "Personal Recollections of Lord Northcliffe." Mr. Kirkwood spent six years with the London *Daily Mail*, and had some very interesting

contacts with Lord Northcliffe during that period.

Dollar Day in London meant double advertising space in the two papers. Both *Advertiser* and *Free Press* ran twenty pages and merchants report the best day's business of the year. It is the first day of the kind in London, but will not be the last. Woodstock used London papers to advertise its Dollar Day.

At a recent banquet to the wholesale grocers in Ottawa, William Findlay, of the *Journal-Press*, in a short address, made it clear to the grocers that the cost of advertising was not an item in the increased cost of living, that the advertiser by this means so increased his sales as to reduce his average selling cost.

Mr. Justice Sutherland has awarded the Mortimer Co., Ltd., printers, of Ottawa, judgment against the Dominion Suspender Co., of Niagara Falls, for \$675, for work done in connection with the preparation of a catalogue. The delay which led to the litigation is held to be the fault of the defendant. The suit was for \$1,500.



V. E. MORRILL

President The Sherbrooke *Record*, which paper has recently celebrated the 20th anniversary of its life.

The entire plant of the Simcoe Lithographing Company was destroyed by fire early in February. The loss was variously estimated at from \$200,000 to \$300,000. The plant, which was a subsidiary concern of the Dominion Cannery, and engaged principally in making labels, will be replaced and temporary quarters were secured at once.

Stewart Lyon, managing editor of the *Toronto Globe*, left last month to take up his new work as war correspondent for Canadian Press, Limited, being granted a six months' leave of absence by the Board of Directors of the *Globe*.

Ross Munro, of the Ottawa *Journal* editorial staff, graduated from the Port Elgin *Times*, where he was editorial writer, managing editor, financial editor, society editor, board of directors, advertising solicitor, proof reader, bookkeeper and the office authority on the quality of cord wood and potatoes when worked out on subscription, so says the Guelph *Mercury*.

Paul E. Bilkey has resigned as Ottawa correspondent of the *Toronto Mail and Empire* to become an editorial writer for the Montreal *Gazette*. He is succeeded as Parliamentary correspondent by William A. Wallis, for some years on the *Mail and Empire's* sessional staff at Ottawa. His father, Arthur F. Wallis, was formerly editor-in-chief of the *Mail and Empire*.

The *Canada Gazette* announces the incorporation of the Peterboro Review Company to acquire the business of the Peterboro Review Printing and Publishing Co., now in liquidation. The new company's capital is \$60,000. Provisional directors are Thos. F. Matthews, Jas. Kendry, James Lynch, Albert H. Stratton and Edward A. Peck, all of Peterboro.

An addition to the editorial staff of the *Toronto Globe* is M. W. Rossie, who was for eleven years editor of the London (Ont.) *Advertiser* and since 1913 part proprietor of the Port Arthur *Chronicle*, which was afterwards merged with the Port Arthur *Daily News*. Recently Mr. Rossie disposed of his interests in Port Arthur. He joins the *Globe* as a junior editorial writer.

B. M. Greene, Toronto, formerly general manager, has completed the purchase of the International Press, Limited, publishers of the *Canadian Who's Who and Why*, and *Advance Press Service*, which was founded here by Dr. C. W. Parker. The book will continue to be issued annually, but on an improved scale, with sketches and photos of men prominent in Canadian public, industrial and financial affairs.

Among those to whom the late New Year honors of knighthood were offered was John Ross Robertson, proprietor of the *Toronto Telegram*, but he declined the honor. He was also offered a Senatorship and again declined. Mr. Robertson was born in Toronto in 1841. During the Manitoba school dispute he sat in the Federal House representing East Toronto as an Independent Conservative, pledged to oppose any Government that would interfere with the school question.

The *Hensall Observer* has suspended publication for a time at least. In an explanatory article the editor says: "Owing to stress of circumstances caused by the present economic conditions, the enormous and unparalleled increase in the price of newsprint paper, the utter impossibility of securing adequate help and the seeming indifference and unappreciativeness of the local public the publishers of the *Hensall Observer* find it impossible to continue the publication of the paper."

QUEBEC

Thomas Birmingham has joined the Montreal *Herald* as a junior reporter.

L'Echo de Terrebonne is the name of a new monthly publication which will be devoted to local interests.

Leon Trepannier, formerly secretary to Controller Cote, of Montreal, has joined the staff of *La Patrie* as news editor.

Private Sydney Holden, once a reporter on the Verdun *Echo*, has returned home wounded and discharged as unfit for further service.

The Donnacona Pulp & Paper Company, Donnacona, Que., was fined last month for having opened its plant and called its force to work on Sunday.

The building of *Le Soleil*, a French afternoon newspaper, was damaged by fire late on March 6. The entire building, machines, presses, etc., suffered.

The offices and plant of *Le Lac St-Jean*, a weekly paper founded in 1902 in Roberval, were completely burnt out some weeks ago. Publication will be resumed shortly.

L'Echo des Bois Francs at Victoriaville, has been visited by a disastrous fire. Arrangements have been made with other printers to issue this weekly until the plant is re-organized.

Miss M. J. Dewar, secretary to the managing editor of the Montreal *Herald*, has accepted a post in the publicity bureau of the Grand Trunk Railway as secretary to Walter Thompson, the editor.

Sir Hugh Graham, who has just been created a baronet, is head of the Montreal Daily Star Publishing Co. and one of the most philanthropic of newspaper men. He has made a huge fortune out of the daily newspaper business.

The Newsboys' Protective Association of Montreal held its annual meeting last month and adopted a protest to be forwarded to the Board of Control, respecting the proposed legislation restricting the age at which boys can sell papers on the street.

Paul E. Bilkey, who has been for the past five years the Ottawa correspondent of the

Toronto *Mail and Empire*, of the Halifax *Herald* and of the *Morning Post*, London, left recently to assume his new and high post as editorial writer for the *Montreal Gazette*. Before leaving he was presented by his Ottawa confreres with an engraved silver cigar case.

Lieut.-Col. O'Donahue, and Captain Campbell Stuart, of the Irish Rangers of Montreal, were given a complimentary dinner at London by the American, Canadian and British newspaper correspondents who accompanied the battalion on its trip through Ireland. As a result of the very successful tour of the battalion the *entente cordiale* between Ireland and other portions of the Empire has been very materially strengthened and Canada has been given a splendid advertisement. The newspaper men were much impressed with the popularity gained by Lieut.-Col. O'Donahue. It is expected that he will take the battalion to the front as a unit. The fact that he is a Montrealer and an Irish-Catholic has made him very acceptable to the men of the battalion. He has already served a year at the front.

Edmond Chasse, who has been news editor of the *Montreal La Patrie* for the past eight years, and who is designated as the Conservative candidate in Dorchester for the Quebec Legislature, has severed his connection with the *Montreal* newspaper to become news editor of the Quebec *L'Evenement*. Mr. Chasse came from Quebec twelve years ago, and after serving four years on the staff of *La Presse* he entered *La Patrie* office and has been a member of its staff ever since. Mr. Chasse, who is a clever platform speaker, contested Dorchester with the Prime Minister, some years ago, and although he was practically unknown, the young journalist received more than two thousand votes. At the recent federal bye-election Mr. Chasse took an important part, and the electorate was so well satisfied with his efforts on behalf of Hon. Albert Sevigny that they have asked him to oppose Mr. Fitzpatrick at the coming bye-election for the seat rendered vacant by the resignation of Mr. Lucien Cannon.

MARITIME PROVINCES

The Chatham, N.B., *Commercial* increased its rate on the first of March from \$1 to \$1.50.

J. C. Jones, Esq., president Printers' Supplies, has recovered after a three weeks' illness.

John S. Scott, *Union Advocate*, Newcastle, has been elected Secretary of the Liberal Conservative County Association.

Printing and book-binding still continue good in Halifax City. Printers and pressmen are scarce.

Publishers along the railway have been experiencing embarrassing delays in getting supplies of paper.

Dollar Day in St. John brought its harvest to the newspapers in the form of unusually heavy advertising of a special character for the event.

The job printing business of Moncton, N.B., was very heavy in February. The Provincial General Elections partially accounts for this, but not substantially so.

Howard Jamieson, formerly a reporter with the *St. John Standard*, who went overseas with a New Brunswick infantry battalion, has been invalidated home.

J. L. Stewart, proprietor of the *Chatham World*, went down to defeat in the provincial election along with the Government of which he was a supporter.

C. Kerr Stewart, recently made a principal in the Renfrew Mercury Publishing Co., Renfrew, Ont., was East last month, attending the funeral of his father.

The Amherst *Guardian*, a semi-weekly Liberal newspaper, has ceased publication. The paper claims it was not given proper support by the party it represented.

The St. John newspapers, which led the campaign for the adoption of the daylight saving plan in the city last summer, are this year featuring the campaign for a wider adoption of the scheme.

Frank E. Ellis, editor of the *St. John Globe*, has accepted the chairmanship of a civilians' publicity committee which will aid in recruiting the final 500 men for the 236th New Brunswick Kilties.

Under the heading "A reliable business directory" the *St. John Standard* has built up a new advertising feature of one inch business cards for small advertisers, which now runs to four columns daily.

Quartermaster Sergeant W. Mills, of the 256th Batt., and formerly a valued member of the editorial staff of the *Boston Herald* and other well known American publications, is stationed in Nova Scotia temporarily.

The *Kentville Advertiser*, issued semi-weekly, had publication delayed for three issues due to a scarcity of paper, caused by railway coal shortage and snow through the Quebec railway lines, making delays in paper deliveries.

In the list of daily newspapers which cut out booze advertising, the *Moncton Transcript* claims the record of having, under its present ownership by J. T. Hawke, cut out booze advertising since May, 1887. It was a pioneer lead of thirty years.



C. KERR STEWART

now with the *Renfrew Mercury* as manager. Mr. Stewart is a native of Chatham, N.B., and was for some time connected with the daily newspapers of Fredericton. For the past two or three years he has been in Ontario—at Ottawa and Peterborough.

Albert G. Weatherall, advertising solicitor with the *St. John Telegraph and Times*, has enlisted in an overseas unit, with the rank of sergeant. He will devote himself to publicity work in connection with recruiting until the unit is brought to full strength.

S. L. Lynott, editor of the *Carleton Sentinel*, Woodstock, N.B., has received word that his only son, Private James E. Lynott, has died of wounds received at the front. The young man had been attending college and, so soon as he reached the age of eighteen, he enlisted in an infantry battalion.

Alexander Mews has become editor of the *St. John's Mail and Advocate*, following several years' experience in the literary field. He is the third editor of the *Mail and Advocate* within the last year. The others were H. A. Winter, now with the *Evening Telegram*, and J. S. Currie, now with the *Daily Mail*.

The Union Printing Company, publishers of the *Kentville Western Chronicle*, have gone into liquidation. The entire printing plant, stock in trade, and book accounts, have been purchased by C. D. Koppel, of Wolville, N.S., who is continuing the *Western Chronicle* as a weekly, at the old rate of \$1.00 a year. The opposition paper, the *Semi-Weekly Advertiser*, is getting \$1.50.

NEWFOUNDLAND

W. J. Herder, proprietor of the *St. John's Evening Telegram*, is touring Canada. He is accompanied by Mrs. Herder.

Hon. P. T. McGrath, editor of the *Evening Herald*, of St. John's, who was taken seriously ill the latter part of January, has considerably improved in health. It was at first thought that an operation would have been necessary.

All the Newfoundland daily papers have of late been running full page advertisements for recruits. The advertisements have been specially prepared and are attractive. The press of Newfoundland has devoted extensive service to the cause of the nation in the present conflict.

There has been a change in the name of the official organ of the Fishermen's Union. The word *Mail* has been dropped, and the paper is now known by its original name "Advocate," with the preface "Evening" or "Morning," signifying the time of its publication, as it puts out two editions daily. This is the only paper in Newfoundland putting out two regular daily editions.

Dr. W. F. Lloyd, formerly editor of the *St. John's Telegram*, was recently elected leader of the political party of the Fishermen's Union, at a convention of that body held in Harbour Grace. Dr. Lloyd and W. F. Coaker, president of the concern, which controls the *Fishermen's Advocate*, are now touring the South Coast, organizing for the political conflict due in Newfoundland the coming fall.

There is a good market in Newfoundland for Canadian manufactured high grades of paper stock, if the Canadian manufacturers would go the right way about it to secure it. Their cousins of the Republic do a big business with the printers of Newfoundland, which is due in no small measure to the services rendered. When submitting samples, it is advisable that they be accompanied by prices and all other information possible. The slogan, "Made in Canada" has not the power in the Ancient Colony as it might have in the Land of the Maple. The Newfoundland printers give prior consideration to quality and price, and will act on sentiment when other matters are equal.

Newspaperdom

The *Fourth Estate*, New York, has begun its twenty-fourth year of life.

Advertising may be declared non-essential trade under Great Britain's National Service scheme.

Samuel G. Blythe has been in China preparing a series of articles on the new republic for the *Saturday Evening Post*.

The *Illustrated London News and Sketch* in 1916 made a profit of forty thousand pounds and declared a dividend of 7 per cent. the same as in 1915.

Alfred J. Rourke, an Irish journalist, who worked in New York before the war as a correspondent of the *Central News* of London, has been killed in action in France.

Petitions favoring the sale and distribution of United States newspapers in Canadian border cities on Sundays will be circulated by a committee which has its headquarters at Windsor.

The sale of the *Detroit Journal*, an afternoon newspaper, has been announced. The new owners are N. C. Wright and H. S. Thalheimer, of Toledo, and C. C. Vernam and Paul Block, of New York.

A memorial library and school of social science has been opened in San Francisco in memory of the late Jack London. Courses in economics, logic, history, evolution, literature and socialism are offered.

The *Fatherland*, known as one of the United States foremost pro-German publications, will hereafter bear the name *The New World*, according to an announcement by its editor, George Sylvester Viereck, and become out and out American in policy.

British street news vendors are no longer displaying posters to indicate the contents of the newspapers which they are selling. With the object of conserving the paper supply, the Government has issued an order prohibiting the use of the "contents bills," as they are called, which have been so familiar, on the streets of London.

Most of the Paris papers have decreased the size of their publications since war began. A further curtailment will possibly result in some appearing in the form of a single sheet.

The French Cabinet on February 9 decided on a reduction in the size of the country's daily newspapers. The change will be made to curtail the consumption of coal and the purchase abroad of print paper and the raw materials required for its manufacture.

London newspapers, suffering from a shortage of paper, insist now that unless the public can be content with fewer papers it presently will get none at all. The circulating departments are fighting harder to lessen their circulation than they ever fought to increase them.

Even prison newspapers are not exempt from the high cost of print paper, according to a report from Ossining. The *Bulletin* and the *Star of Hope*, the journals of Sing Sing's inmates, were merged on February 16 under the name of the *Star of Hope*. J. Leverages, editor of the latter, will continue in charge.

The Broadstairs home of Lord Northcliffe, publisher of the London *Times* and the London *Daily Mail*, suffered in the bombardment by German destroyers of the East Kent coast last month. Lord Northcliffe was in the house at the time, but philosophically remained in bed. "I am used to being bombarded," was his grim remark.

Dr. Fabian Franklin, associate editor of the *Evening Post*, New York, since October, 1909, has resigned because of a difference of opinion over the editorial policy of that paper since the declaration by Germany of her submarine campaign and the severance by this country of diplomatic relations. Dr. Franklin was editor of the *Baltimore News* from 1895 to 1908. He left that paper when it was purchased by Frank Munsey.

The London *Times* announces that, as a consequence of the increasing restrictions on newsprint paper, it has raised its price to 4 cents a copy. It says the recent increase to 3 cents did not affect its circulation. The newspaper will retain its size and limit its circulation, and, with a view to this end, will again raise its price, if necessary, even to 14 cents, for which the paper sold at prior to 1836. It is the intention of the *Times* to encourage a house-to-house loan circulation.

The London *Daily Mail* has raised its price to a penny, at the same time increasing its size to eight pages, in order that its readers shall have a complete newspaper giving full facts about the war. The *Mail* says it prefers this course to that adopted by "some of the more short-sighted newspapers," which have "emasculated themselves into what have been christened half-papers," in order to reduce the paper output and thus relieve shipping. Readers of the *Daily Mail* are advised to share it with others.

The *Rheinische Westfaelische Zeitung* is quoted by the Exchange Telegraph Company's Rotterdam correspondent as announcing that the pan-German party has subscribed 3,000,000 marks for the purchase of the Berlin newspapers, *Neueste Nachrichten* and *Deutsche Zeitung*. The purchase, it is stated, would be with a view to prosecuting the pan-German, anti-British agitation under the direction of Professor Schaffer and Houston Stewart Chamberlain, the author, a former British subject, recently naturalized as a German.

A movement for a national appeal for unimpassioned consideration of the crisis with Germany, by President Wilson, Congress and the press, and suggesting a final offer of mediation in the war, was started by a communication addressed to President Wilson, and signed by twenty-six persons, including Amos Pinchot, Paul H. Kellogg, George W. Kirchwey, Oswald Garrison Villard. The appeal was printed in half page advertisements in New York newspapers and at the bottom was appended a line asking all persons who endorse sentiments contained in the message to telegraph President Wilson at once.

The New York *World* says that the Federal Department of Justice, in its investigation of the spy system alleged to have been conducted by Albert A. Sander and Charles Wunneburg, in the interests of Germany, has discovered that nine men were involved, and

that one man was sent to Ottawa, ostensibly to do newspaper work, but in reality to gather information to be forwarded to Germany by way of New York. While the name of the alleged spy is not made public, it is said that he conducted a news bureau in Ottawa during the reciprocity fight a few years ago, and later did newspaper work for several New York papers.

The Edinburgh *Scotsman* has recently celebrated its centenary. The first issue appeared at the price of 10d., 4d. of which represented the Government stamp. After passing through the stages of weekly and bi-weekly, it became a daily in 1855. During its hundred years of existence the paper has been under the business direction of only two men, and on its editorial side, four men have directed its policy. The editors referred to are Charles Maclaren, Alexander Russell, the late Dr. Charles Alfred Cooper, and the present editor, J. P. Croal, while the business heads, whose periods of management have spanned the century are John Ritchie, who died in December, 1870, at the age of 92, and James Law, who reaches his diamond jubilee as manager in October next.

To stimulate trade with the Far East, including Australia, New Zealand, and India, which is now beginning to attract the attention of exporters and manufacturers as South America did at the beginning of the war, the American Asiatic Association has decided to issue as a trade developer a new magazine to be called *Asia* and published in New York. Among the leaders of the Association are Charles M. Schwab, Willard D. Straight, Eugene P. Thomas, president of the United States Steel Products Company; Lloyd Griscom, ex-United States Minister to Japan; Robert H. Patchin, secretary of the National Foreign Trade Council; Martin Egan, formerly editor of the *Manila Times*, now with J. P. Morgan & Co., and Alba B. Johnson, president of the Baldwin Locomotive Works.

Dr. Seton Watson, a noted authority on the Near East, charges that the Budapest correspondent of the London *Morning Post* has been systematically using that paper for the purposes of Magyar intrigue, to mislead British opinion by publishing forged editorials purporting to have appeared in the Budapest newspapers, and forged speeches purporting to have been made by leaders of the Hungarian Diet. The *Paris Temps* also charges that the Budapest correspondent of the *Morning Post* is a German agent, and John Dillon, M.P., intends to ask Foreign Secretary Balfour to inquire into these charges, with a view to proceedings under the Defence of the Realm Act. In view of the ultra-patriotic pretensions of the *Morning Post*, this business is regarded in London as particularly piquant.

The London *Times* has raised its price to four cents, the purpose being to reduce the sale and save white paper tonnage. This is preferred to reducing the size. It appeals to its readers to revive the old custom of one paper for two families, dividing the cost, thus cutting the circulation. If this is not effective, further increases in price are probable.

Some of the thrills of Europe's spy chasing were brought home to New York in the arrests on Federal warrants of A. A. Sander and Charles W. Wunneburg, who are suspected of being German spies. The prisoners—both of whom claim to be naturalized Americans, although of German birth—are charged with gathering and disposing of British military information, mostly to Germany. Department of Justice agents gathered evidence against them. They are charged with sending pseudo "newspaper men" to England, who gathered information of great value and brought it back or sent it back to America. To slip some of this information through the British guards sympathetic ink and all the subterfuges of the spy of fiction were employed. Sander is an employee of W. R. Hearst's *Deutsches Journal*, and is president of the Central Powers' War Film Exchange. Wunneburg is his assistant.

Henry W. Booth, father of the famous Booth Brothers, newspaper owners, Michigan, is writing a book at the age of 80, on the drink problem. Mr. Booth was himself, in his earlier life, an author, journalist and publisher. Born in England, he came to

America at the age of seven. He was married in Toronto in 1858, to Miss Clara Gagnier, and started in that city the *Toronto Sunday Times*—a paper printed on Saturday, however. Later he went to St. Thomas. He was the inventor of a cereal drink, "Kaoka," well known to Eastern Canadians of a generation ago. Going with his product to Battle Creek, Mich., he may be said to have put that city on the world's map. Later he drifted back to newspaper work, going to Detroit, where he became associated with James E. Scripps. On the occasion of his 80th birthday there was issued, "for family circulation only," a special edition of the *Grand Rapids Press*. His sons, Ralph H., George G. and Edmund W., jointly publish seven dailies in the State of Michigan.

MORE PAPERS BANNED

FOUR more publications printed in the United States have been excluded from circulation in Canada under the consolidated censorship regulations. They are: *World's War Chronicle*, Philadelphia; the *New York Untiset*, The North Star, Fitchburg, Mass.; *Viereek's American Weekly*, New York.

The Dead

Dr. Charles Gilchrist Russell, editor of the Glasgow *Herald* from 1887 to 1906, is dead, aged 76.

Eaton Sylvester Drone, formerly, for twenty-four years, editor of the New York *Herald*, is dead, in his seventy-sixth year.

Charles W. W. Auld, of the *Essex Free Press*, is dead, aged 30 years. He is a son of W. H. Auld, one of the proprietors of the *Free Press*.

Sergt. Gordon McTavish, a former employee of the Toronto *Star*, has been reported badly wounded about the legs. He is a son of Rev. Dr. W. S. McTavish, of Madoc, Ontario.

The Editor of the *Premier Magazine* for the Blind, Toronto, Arthur Gate, is dead. For many years Mr. Gate was the Canadian agent for Kelly's Directory, London, and of later years editor of the *Premier Magazine*.

Lieut. J. W. Lester is reported missing. He left with a Whitby battalion last July. He was born in Toronto 2 years ago and was in the advertising department of the Toronto *Telegram* before going overseas.

Rev. Stiles Fraser, one of the best known Presbyterian clergymen in the Maritime Provinces, and former editor of the *Presbyterian Witness*, died suddenly at the manse, Londonderry, N.S., after a week's illness, of pneumonia.

Edouard Adolphe Drumont, the well-known editor of *Libre Parole*, is dead. M. Drumont was 73 years old, and was the author of a large number of books and plays. He published, in 1879, a volume of historical memoirs of Paris, which was crowned by the French Academy.

Charles Herbert Mortimer died on February 11. The late Mr. Mortimer was born at Barrie sixty years ago, but spent most of his life in Toronto. He spent many years in newspaper work in Toronto, being at one time on the reportorial staffs of the *News* and the *Mail and Empire*. Latterly he published a number of trade papers.

Major Gregory Vincent Nelson, youngest son of Francis Nelson, sporting editor of the Toronto *Globe*, has been killed in action. The late Major Nelson was just 21 years of age, and had been overseas one year. He served at the Ypres salient, and then at the Somme. For his exploits in this offensive he received his captaincy on the field, and soon afterwards earned his majority. His death occurred at the Ancre.

Hon. George J. Clarke, proprietor of the St. Stephen *Courier*, who resigned the Premiership of New Brunswick on account of failing health a month ago, died in St. Stephen on February 25. He was a native of St. Andrew's, N.B., and in addition to his newspaper activities, engaged in the practice of law.

Major Davis, for years editor-in-chief of the New Orleans *Picayune* and regarded as



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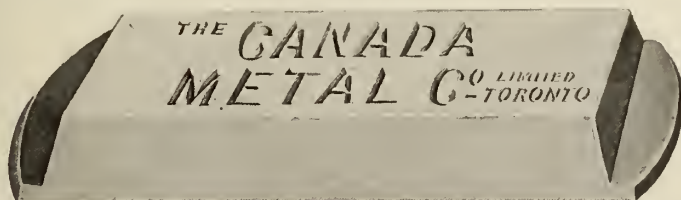
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one of the best known newspaper men of the South, died recently. Major Davis was a native of Lynnhburg, Va. He attained the rank of major in the Confederate army and was with General Lee at the surrender at Appomattox.

Dr. Henry Hough, Toronto, is dead in his 80th year. Dr. Hough was born in Guelph, Ont., and attended Victoria University in 1858, graduating and receiving his B.A., M.A., and M.D. In 1864 he established the Cobourg *World*, which he conducted for twenty-one years. He was a member and an official of the Canadian Press Association for over 25 years. In 1885 he moved to Toronto, and for five years was manager of a department of Grip, later purchasing the Hough Lithographing Co.

Francis S. Spence, Toronto, is dead. Schoolmaster, publicist, public servant and, above all, temperance advocate, Francis S. Spence gave many years of a useful life to the City of Toronto and the Dominion. He was born in Donegal, Ireland, in 1850, but he spent the major portion of his life in Toronto. After leaving school he entered the teaching profession, and taught at Drummondville and Prescott, Ont., as well as in Toronto. It was as a temperance advocate that the late Mr. Spence was best known. During recent years he devoted almost his entire time to Dominion Alliance activities, more particularly to the publication of *The Pioneer*. In this work he was assisted by his brother, Rev. Ben. Spence. A son-in-law is Russell G. Dingman, business manager of *The Financial Post of Canada*.

William Bailey Howland, president of the Independent Corporation, issuing the *Independent*, *Harper's Weekly* and the *Country-side Magazine*, is dead, aged seventy-seven years. Mr. Howland had published both newspapers and periodicals since his early manhood. Mr. Howland in 1890 went to New York City and bought the *Christian Union* of Brooklyn from Dr. Lyman Abbott. The *Christian Union* had been founded by the noted Rev. Henry Ward Beecher. Mr. Howland renamed it the *Outlook* and changed it

from a strictly religious publication to a magazine. Dr. Abbott remained with the *Outlook* and is still its editor. Mr. Howland published the *Outlook* until 1913, when he became managing director of the *Independent*, which later absorbed *Harper's Weekly*. The consolidation, which took place in 1916, united two of the oldest magazines in the country, as *Harper's Weekly* had been in existence fifty-nine years and the *Independent* sixty-eight years. Besides his activities as publisher and writer Mr. Howland was interested in many movements of international scope. Chief among these was his work in the promotion of a friendly spirit between the United States and the British Empire, and more particularly between the United States and Canada. The University of Toronto in 1915 conferred upon him the honorary degree of LL.D. for his service in connection with the international celebration of the hundred years of peace between the United States and England. He was decorated by the King of Italy for his work as treasurer of the Society for Italian immigrants.

Printerdom

An extra deck has been ordered for the St. John *Standard's* Hoe press to increase its capacity from sixteen to twenty-four pages. It will be able to run any even number of pages up to twenty-four, with the exception of twenty-two. The *Standard* also has ordered two Linotype machines, one of which will replace one of its present battery of four, and the other, of the latest model, will be used for setting advertisements.

ANNUAL CONVENTION U.T. & F.C.A.

ARRANGEMENTS have been made for the thirty-first annual convention of the United Typothetae and Franklin Clubs of America and headquarters will be at the Congress Hotel, Chicago. The dates of the convention are September 17, 18 and 19, in Chicago, Ill.

BLOTTING PAPER FOR PRINTERS' USE

FROM the Standard Paper Manufacturing Co., Richmond, Va., makers of plain and coated blotting paper, PRINTER AND PUBLISHER has received a package of samples. These samples are printed on, showing the effect that can be gained by illustrating the article advertised on blotting paper. Canadian printers interested should send direct for these samples.

LINOTYPE INSTALLATIONS

The following is a list of some recent Linotype purchases: Ridgetown *Plainealer*, model 5; Montreal, Gus Franca, model 5; Winnipeg, Robotchy Narod, model 17; Orangeville *Sun*, model 19; Ottawa *Citizen*, model 9 (four-decker); Sherbrooke *Record*, model 18; Montreal, Adj. Menard, model 4 and model 5; Sudbury *Star*, model 14; Picton *Gazette*, model 8; Montreal, Deaf and Dumb Institute, model 9 (four-decker); Sydney *Record*, model 8; Moncton *Transcript*, model 14; Ottawa *Journal*, model 8(4); Durham *Chronicle*, model 15; St. John *Standard*, model 9 and model 5; Woodstock *Sentinel-Review*, model 5 (2).

NEWS NOTES—U.T. & F.C.A.

The Secretary, Jos. A. Borden, United Typothetae and Franklin Clubs of America, spent several days the fore part of February in New York City and vicinity in the interest of the Three-Year Promotional Plan of the organization.

There has been a big increase in the sale of the Standard Price List of the United Typothetae and Franklin Clubs of America, within the past few weeks. It is evident that printers throughout the country realize the increasing value of this book and deem it advisable that their salesmen have in their possession at all times, for ready reference, this compilation of selling prices of printing. The Abridged Edition of the Standard List has also come into greater general use.

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These are among the things you ought to know—the data you should always have with you—which the 1917 LYDIATT'S BOOK will tell you authoritatively. The most successful advertising solicitors use it constantly.

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GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

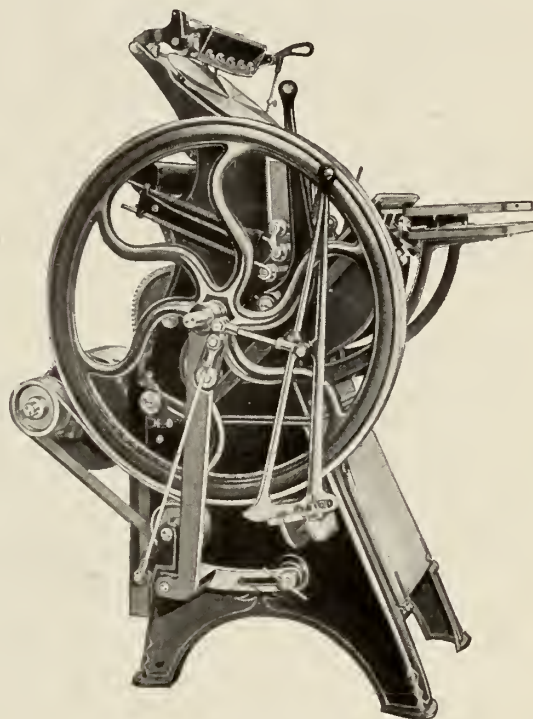
If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card*,—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

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The Lowest Priced Job Press Made.

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Labor, power, type, floor space in every operation.

The Pearl is a small press for small work. Rapid, strong, convenient and the lowest priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than on any other platen press. Very efficient motor equipment.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

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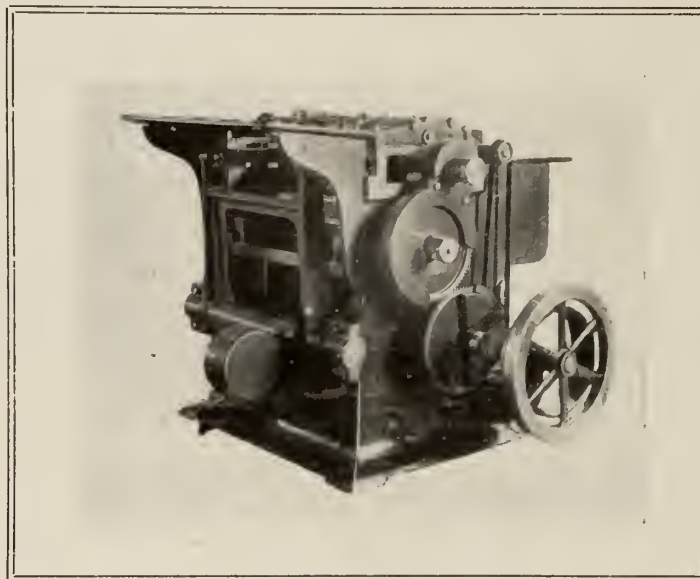
*Golding Manufacturing
Company, Franklin, Mass.*

Additional Products: Golding Jobbers, Pearl and Golding Cutters, Hot Embossers, and various Printers' Tools.

Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.

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That's the thing



which makes hand feed on the OSTERLIND more productive than automatic feed on other presses in the handling of all-round, high-grade, general job printing. Hand feed at the standard variation of speed of from 2,200 to 4,200 is easy on the OSTERLIND, as well as accurate.

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More and better product than three job presses at the cost of operating one ordinary Gordon. Built in one size, 12 x 19 inches. Speed from 2,200 to 4,200 standard arrangement. Price and terms within the easy reach of every reliable job printer.

MILLER & RICHARD

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MONTREAL

WINNIPEG

TYPOGRAPHIC CONTEST

In response to the requests of many of our readers, the *Inland Printer* has decided to conduct another contest. This time the winner will not only carry off a substantial cash prize, but will have the extreme satisfaction of seeing his design used in place of the regular cover on the *Inland Printer*—for the contest is to be on the arrangement of a cover design for this magazine. The result will be announced in the June issue and the design winning the first prize will appear on the cover of that number of the magazine.

FULL PARTICULARS PRINTED IN
THE MARCH ISSUE

THE INLAND PRINTER
632 SHERMAN STREET, CHICAGO, ILL.

\$3.00 per year. 30c. per copy.

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Exclusively —
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We can tell you that it's an all-rope stock. That means that it's about as hard to tear as a piece of rag. This immediately suggests its utility for a book that is to be much handled.

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The texture of SULTAN has much to do with the color effects. When the two are combined there is an inimitable attractiveness.

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Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.
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Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
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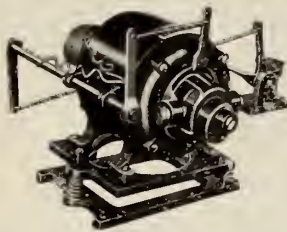
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Perfect variable speed control
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Write for our book on
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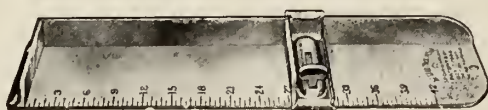
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make for greater accuracy, save time and trouble in the press work, and are just as accurate after years of service.



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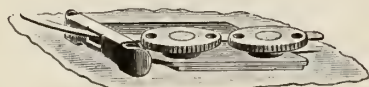
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3

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By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

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Mail Your Orders.

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High-grade Canadian-made Stock

Write for samples and price

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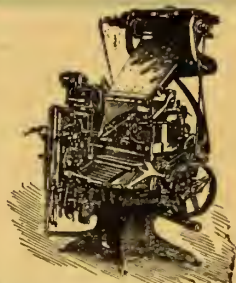
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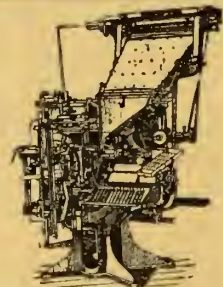
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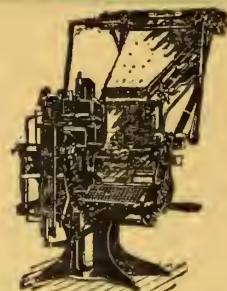
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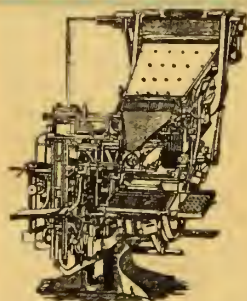
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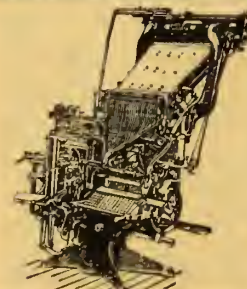
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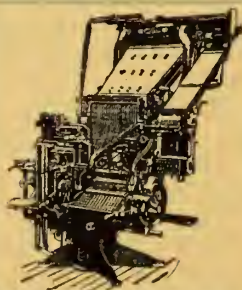
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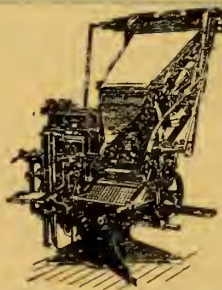
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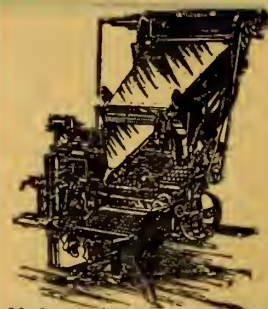
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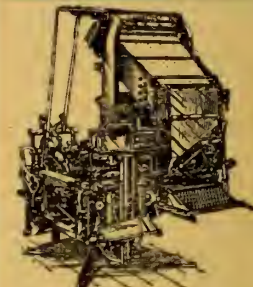
Model 17 (Double Magazine with Auxiliary)



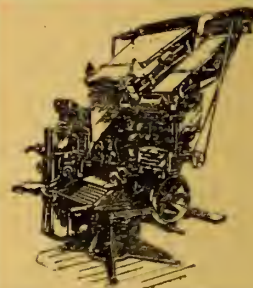
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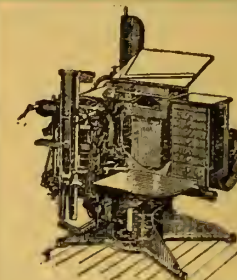
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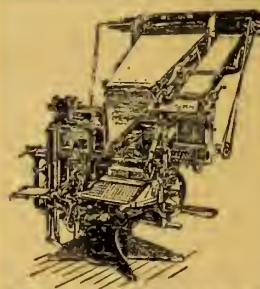
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Model 14 (Three Magazines with Auxiliary)



Lead and Rule Caster



Model 19 (Two Magazines with Auxiliary)

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CHICAGO	-	-	-	1100 South Wabash Avenue
SAN FRANCISCO	-	-	-	646 Sacramento Street
NEW ORLEANS	-	-	-	549 Baronne Street

Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

April, 1917



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Toronto : Montreal : Winnipeg

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Black Inks

We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

“Used in Canada wherever Good Printing is done”

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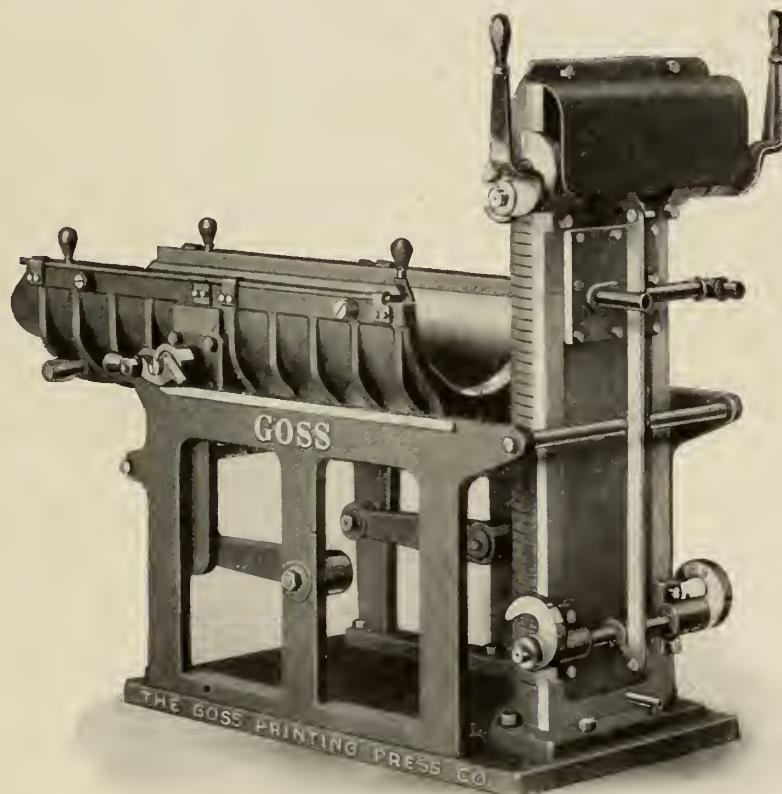
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Goss Double-Page Stereotype Machinery



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*Single
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Model B

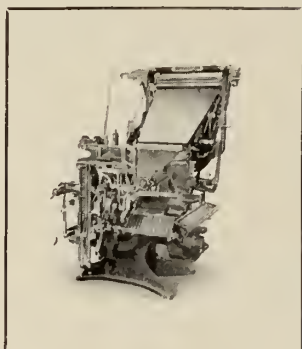
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Magazines*

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Model C

*Three
Magazines*

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Aladdin

Printers' and Bookbinders' Supply House

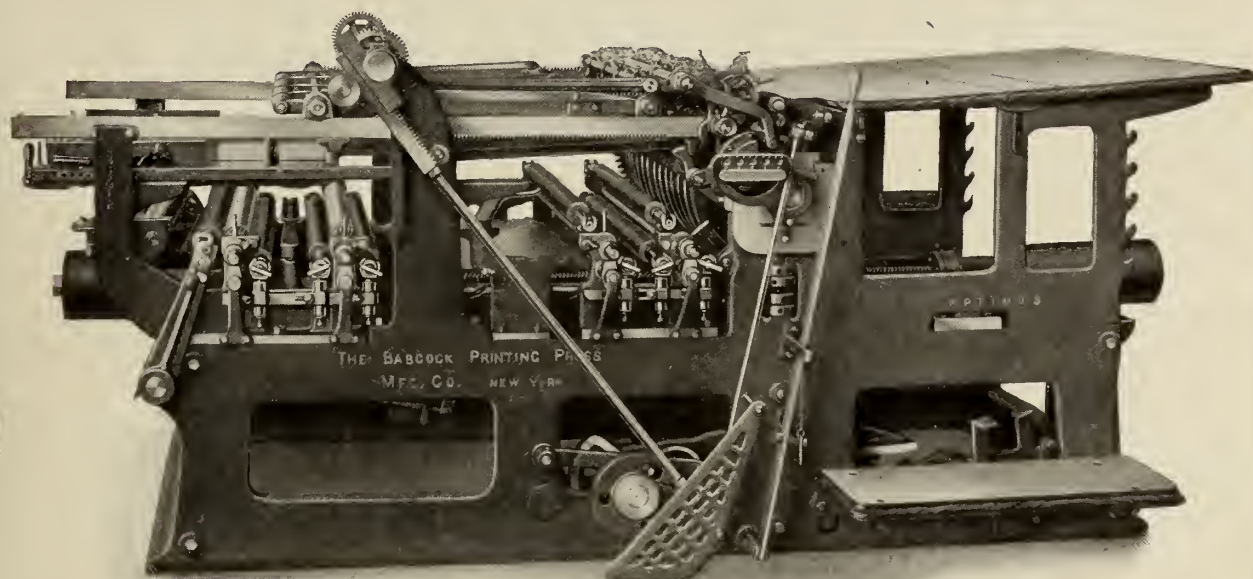
Writing, Bond and Ledger Papers, Book and Coated Papers, Blotting, Typewriter, Mimeograph, Gum, Cloth-Lined and Cartridge Papers, Cardboards, Bristols, Tickets, etc., Leather, Thread, Millboard, Marble Paper, Leatherette, Webbing, Ruling Pens, Book Locks, Index Tabs, etc.

Agents for Winterbottom's Binders' Cloth.

BROWN BROS., LIMITED

SIMCOE AND PEARL STREETS, TORONTO

The Babcock Pony "Optimus"



No. 35

No. 41

No. 43

These three machines comprise all that is to be desired in small two revolutions. All are built of the best material and with the same painstaking intelligence as to

STRENGTH, ACCURACY, SPEED and DURABILITY that CHARACTERIZES OUR LARGE "OPTIMUS" PRESSES.

The DISTRIBUTION is equal to the exacting demands of high class printing.

THE PRINTED SIDE UP FRONT DELIVERY is the finest ever invented, and requires no adjustment for different sizes or qualities of paper.

THE BED MOTION is our Patented Ball and Socket,—the most simple and durable device for the purpose.

SPEED is one of their most profitable features.

The machines stand low, are conveniently handled, occupy little room and run quietly at high speed. They are so large an element of economy and profit in any printing office that has work that can be done on a Pony, that no Printer without one can hope to compete successfully with the Printer who runs

A Babcock Pony "Optimus"

No. 35

No. 41

No. 43

SMALL MACHINES FOR BIG BUSINESS

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT

38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada : Toronto, Ontario, and Winnipeg, Manitoba

NOW'S THE TIME

WHILE the cost of everything pertaining to the publishing business is soaring skyward, alert publishers are studying their productive facilities and placing orders for Presses and Plate-Making Equipment, before price pyrotechnics start their antics in the printing machinery field.

R. HOE & CO.

with the experience of more than a century, have gone through many strata of high and low prices for materials and, as experience is a good teacher, have been able to anticipate many increases in the cost of raw materials.

Right now is the time to decide on new equipment, unless price is no object.

We are prepared to furnish the best the market affords, at a price that is consistent with the high quality of any product that bears the name of "HOE." Why not take up the matter *now* if you are interested in Printing Machinery, Stereotyping Machinery, Photo-Engraving Machinery or Electrotyping Machinery?

R. HOE & CO.

504-520 GRAND STREET

NEW YORK, N.Y.

544-546 South Clark Street, Chicago, Ill.
7 Water Street, Boston, Mass.

120 St. James Street, Montreal, Can.
109-112 Borough Road, London, S.E., Eng.

GIVES DOUBLE PROFIT



IN THE COMPOSING-ROOM the Monotype Composing Machine—Type & Rule Caster gives the magnificent profit of thirty per cent., saving by eliminating all the distribution and supplying an abundance of new type, leads, slugs, and other material for every job and every compositor.

IN THE PRESS-ROOM the Monotype gives another profit almost as large by cutting in half the time formerly required for make-ready, because it furnishes brand new type and rules right from the foundry—perfect in face and in height to paper, doing away with nearly all the spotting-up.

*There is no investment the
Job Printer can make that
will give him as large returns
as a Monotype equipment*

Lanston Monotype Machine Company
PHILADELPHIA

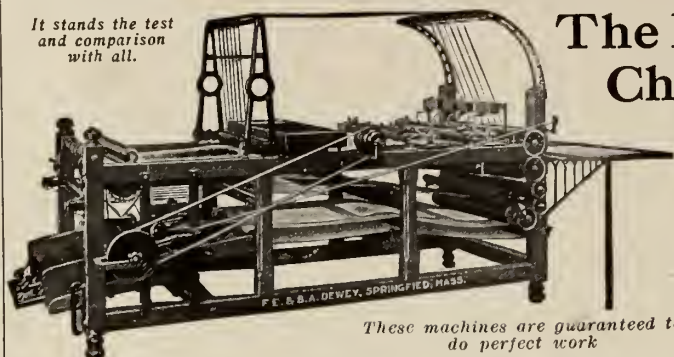
NEW YORK
World Building

BOSTON
Wentworth Building

CHICAGO
Rand-McNally Building

TORONTO
Lumsden Building

*It stands the test
and comparison
with all.*



*These machines are guaranteed to
do perfect work*

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863

Since 1910 many improvements added

Write for catalog

Canadian Agents: Miller & Richard,
H. J. Logan and others.

F. E. & B. A. DEWEY, Springfield, Mass.,

THE REASON WHY



What if the KNIVES you are using are "satisfactory." If there is a better one, you want it. We claim to have a *better* knife; requires less grinding, won't nick out, will fit your machine. Try one pair—that's all we ask. Prove it to yourself, then you'll know for certain.

If it is a "White" knife it is the best.

MACHINERY FOR THE WHOLE PAPER INDUSTRY

THE J. L. MORRISON CO.

445-447 KING STREET WEST, TORONTO

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY
TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

*Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all
kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.*

The best Blotting obtainable



World Blotting

Backed as it is by the approval of the public for over thirty years, World Blotting is undoubtedly your one best buy where quality printing is concerned.

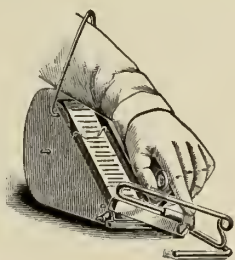
PURE COTTON FIBRE

Unequalled durability and a smooth, firm finish characterize it. For office or printing press there is none better obtainable.

We have two cheaper grades—"Hollywood" and "Reliance"—the very best values at the price.

SEND FOR SAMPLES.

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -- BUFFALO, N.Y.

SULTAN COVERS

IT'S a difficult matter to describe a piece of paper. It's particularly hard to describe SULTAN.

We can tell you that it's an all-rope stock. That means that it's about as hard to tear as a piece of rag. This immediately suggests its utility for a book that is to be much handled.

We can tell you there are twelve shades, but how attractive these shades are is beyond our power to describe.

The texture of SULTAN has much to do with the color effects. When the two are combined there is an inimitable attractiveness.

The way to judge SULTAN is to see a sample. You will be more than favorably impressed.

SULTAN is made in two weights, 20x25-60 and 20x25-100, called Rhinos. Send for samples.

Niagara Paper Mills
LOCKPORT, N.Y.

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record
Earnscliffe Linen Bond
Standard Pure Linen
Colonial Bond
Canada

Rolland Parchment

Canadian Linen Bond
Empire Linen Bond
Crown Linen
Mount Royal Bond
Donnacona

Columbia

Envelopes to match

The ROLLAND PAPER CO., Limited

General Offices :
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

GOES

Lithographed

BLANKS

of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas · Checks · Charters ·

Goes Corporation Record

also
Lithographed Calendar Pads

GOES LITHOGRAPHING CO. CHICAGO.
42-48 WEST 61ST STREET

· SAMPLES ON REQUEST ·

Samuel Jones & Co.

PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables:
Noncurling

LONDON, ENG.

Code:
A.B.C. 5th

ELECTROTYPES

made from Electros, Stereos, Woodcuts, Zincs, Half-Tones, Brass Stamps, Etc. Out-of-town orders shipped same day as received. Work and service unequalled. Our new scale of prices and answers to enquiries by return mail.

Toronto Electrotypes & Stereotype
Company, Limited

111 Adelaide Street West, Toronto

L. D. 'Phone
Adelaide 1638

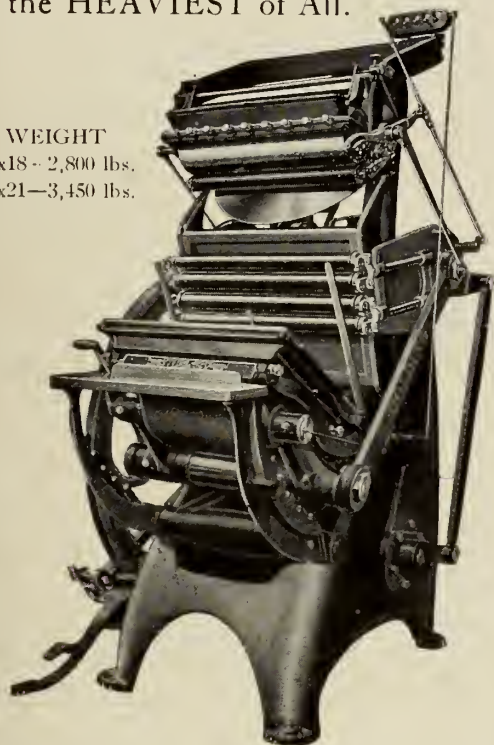
TRAYTON BLABER,
Manager



Compare the Weight of the Golding Art Jobber

With Other Heavy Types of Job Press and Note the Golding is the HEAVIEST of All.

WEIGHT
12x18 - 2,800 lbs.
15x21 - 3,450 lbs.



STRENGTH.—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centers (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION.—This means two distinct distributions from two separate points at each impression—the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION.—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED.—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH—DISTRIBUTION—SPEED—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for a copy of "A Catechism on the Golding Jobber."

Golding Manufacturing Company, Franklin, Mass.

Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.



We're ready to show you

—to conclusively prove to you that our plate-work will give the results you are looking for: the bright, clean, snappy results that mean so much in profit and customer-satisfaction.

Quality is and always will be the deciding point in plate work. That's why more and more printers are coming to recognize the advantage of using

Reliance Plates

Absolutely satisfactory press results are assured when our plates are used, there is no more lost time, no more customer disappointment. An up-to-the minute plant equipped with the most modern appliances, a staff of expert operators, that's the combination that guarantees Reliance plate users results that satisfy.

Postcard us to-day or call up Ad. 4094. Our proposition means money to you.

RELIANCE ENGRAVING
COMPANY

Photo Engravers
and
Photographers

Designers
and
Illustrators

143 UNIVERSITY AVE.



PHONE, ADELAIDE 4094

Wilson-Munroe Co., Limited

TORONTO

WE HAVE LARGE STOCKS ON HAND OF

ROLLAND MADE IN CANADA PAPERS

SUPERFINE LINEN RECORD - - - - - White, Azure and Buff
 CANADIAN LINEN BOND - - - - - White
 ROLLAND PARCHMENT - - - - - White
 EARNSCLIFFE BOND AND LEDGER - - - - - White and Azure
 EMPIRE LINEN BOND - - - - - White and Five Tints
 COLONIAL BOND AND LEDGER - - - - - White, Azure and Five Tints

ALL STANDARD SIZES AND WEIGHTS CARRIED.

ENVELOPES TO MATCH.

We devote a whole floor in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Peerless Jobber

Chase inside 9 x 13 inches

Only \$139



Equipped with power fixtures, rollers, and thoroughly overhauled in our own workshop. A dandy chance to get a real good jobber at a very low price. We need the room; you may need the press.

Gilding Press

Brand New \$45

Through freight blockade this Gilder fell on our hands.

French Indigo Ruling Paste

Quality guaranteed or money back; scarce goods, only \$4.

Edmonds' Roller Racks

15 and 12 Roller

Binders' Tape, Stitching Wire, Book-Sewing Machine Thread.

H. J. LOGAN

114 Adelaide St. W.

TORONTO

Quick action—slogan of all modern shops



Saws
Trims
Miter
Mortises
Undercuts
Rabbets
Bevels
Grinds
Drills

Routs
Jig-Saws
Broaches
Planes
Type-high

No device enables your printers to get *quick action* quicker than a Miller Saw-Trimmer.

Quick-acting tables, quick-acting gauges, quick-acting vises, quick-acting cutting tools—ready for any operation in one minute or less.

If you are for *quick action*

**You will buy
the Miller
Saw-Trimmer**

the only machine that saws and trims in one operation. *Quick action* has turned many a profitless job into profit—are you for *quick action*?

Miller Saw-Trimmer Co.

Main Office and Factory:

New York Store 60 Beekman St. Pittsburgh, Pa. Chicago Store 550 So. Clark St.



What Some Publishers Think of it.

"Certainly the most comprehensive work of the kind we know of—will undoubtedly use it far more than any other reference book in our library." — Henri Gagnon, Quebec.

"A most useful book—one that should be in the pocket of every advertising man from the Atlantic to the Pacific."—W. H. Dennis, Halifax Herald.

"Would not like to be without it for many times its cost."—Regina Post.

"Very convenient reference on our desk at all times."—Guelph Mercury.

"The best guide for agents, advertisers and publishers we have ever seen."—Lethbridge Herald.

"Never saw a publication that contained so much information on topics that interest publishers."—L. H. Dingman, St. Thomas.

"Contains a great deal of information very difficult to get from individual sources."—Vancouver Province.

"I have tested and verified the information given a great many times in the past year, because I have used the book almost every day and have come to rely upon it as the most reliable and complete information I can get."—H. B. Muir, London Free Press.

A Complete List of
ADVERTISING AGENCIES
in Canada, United States and England
AND ACCOUNTS THEY PLACE
in Canadian Publications — CORRECTED TO MARCH 1st, 1917
In the New 1917 Edition of

LYDIATT'S BOOK

"What's What in Canadian Advertising"

Also 300 pages of other handy data necessary to any man who wants to sell advertising intelligently.

Correct 1917 advertising rates—and the most complete and most reliable circulation information ever published—of every important newspaper, magazine, farm, religious, trade and class publication in Canada — also leading U.S. newspapers.

Are your rates too high—or are they high enough? How do yours compare with other mediums seeking advertisers' patronage?

These are among the things you ought to know—the data you should always have with you—which the 1917 LYDIATT'S BOOK will tell you **authoritatively**. The most successful advertising solicitors use it constantly.

\$2.00 a copy. Postpaid on receipt of price

W. A. LYDIATT, *Publisher*, *53 Yonge St., Toronto



John Snyder, Jr., is pleased

He's a prosperous printer of Norwood, Ohio.

His letterhead says:

"Up-to-date methods enable us to do the finest artistic printing of every description."

His letter says (March 5, 1917):

"Sometime ago I wrote you concern for prices on 2 1/3 horsepower Kimble motors, as well as time for delivery. Since doing so, I placed my order for 2 of these motors, and have been using them for the past 2 months.

"They have been in constant use and are giving excellent service, and I would be pleased to recommend them to anyone who is in need of motors for operating printing presses."

And, by the way, that's what they all say.

KIMBLE PRINTING PRESS MOTORS

Embrace the full line, from the smallest jobber to the largest cylinder.

Also a different style of motors for linotypes, stitchers, shears, and other print-shop machinery—all alternating current only—and all miles ahead of ordinary A.C. motors.

Send for our Bulletins, Prices and Discounts

Kimble Electric Company

Great Western Electric Co. Limited

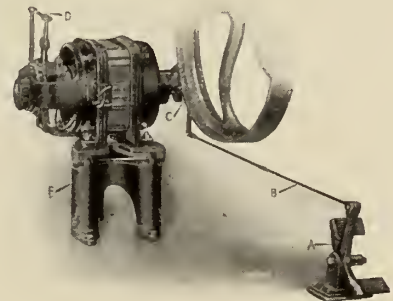
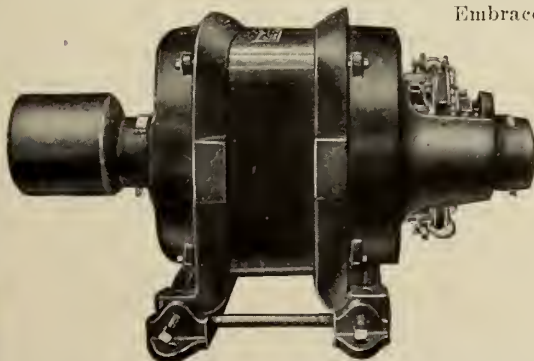
57 Albert Street, Winnipeg, Manitoba

for all points West of Port Arthur and Fort William

Masco Company, Limited

87 Queen Street East, Toronto, Canada

For all points East of Port Arthur and Fort William



Everything in Paper and Boards

Your requirements in Matrix Paper and Tissue Matrix Chemicals and Moulding Blankets will be well taken care of if you put it up to us. We specialize in these lines.

Our Britannia Superior Matrix Blotting and Tissue are used by the largest newspapers. How about a trial order?

Our superior *Binder's Board* gives 100% satisfaction.

Beveridge Paper Co. 17 St. Therese St., MONTREAL
Successors to Wm. Cauldwell Paper Co., Ltd.)

WEEKLY BLACK

**for better results on
the weekly newspaper**

Prints Black and clean on cuts and adds 100% to the appearance of your paper.

Will not dry on the Press.

Now being used by scores of Canada's leading Weeklies.

SINCLAIR & VALENTINE CO. OF CANADA, LIMITED

233 Richmond Street West, TORONTO

173 McDermott Avenue, WINNIPEG

HALF SHEET POSTER CHASES

It's the bargain you've been waiting for but it never came till this minute. Good chases, hardly been used, for your Posters or Mail Lists. Do not hesitate. They'll go fast. Send your dollar and we'll express them to your address.—*Printer & Publisher*

**2
for
\$1.00**

Your high-class printing calls for high-class Blotting

You need real good, firm blotting, well finished and durable. In other words

Standard Brand Blottings.

This is the line for you. Made from selected cotton stock, it has all the essential qualities that make for satisfactory work. Write for a sample.

Ask also for samples of the following brands:

"Standard," "Imperial," "Sterling"
"Curi-Curl" "Prismatic," and
"Defender" (enameled).

Standard Paper Mfg Co.

World's Largest Producers of Fine Blottings
Richmond, Va., U.S.A.

TYPOGRAPHIC CONTEST

In response to the requests of many of our readers, the *Inland Printer* has decided to conduct another contest. This time the winner will not only carry off a substantial cash prize, but will have the extreme satisfaction of seeing his design used in place of the regular cover on the *Inland Printer*—for the contest is to be on the arrangement of a cover design for this magazine. The result will be announced in the June issue and the design winning the first prize will appear on the cover of that number of the magazine.

FULL PARTICULARS PRINTED IN
THE MARCH ISSUE

THE INLAND PRINTER
632 SHERMAN STREET, CHICAGO, ILL.

\$3.00 per year. 30c. per copy.

All Ye Who Seek Profits!



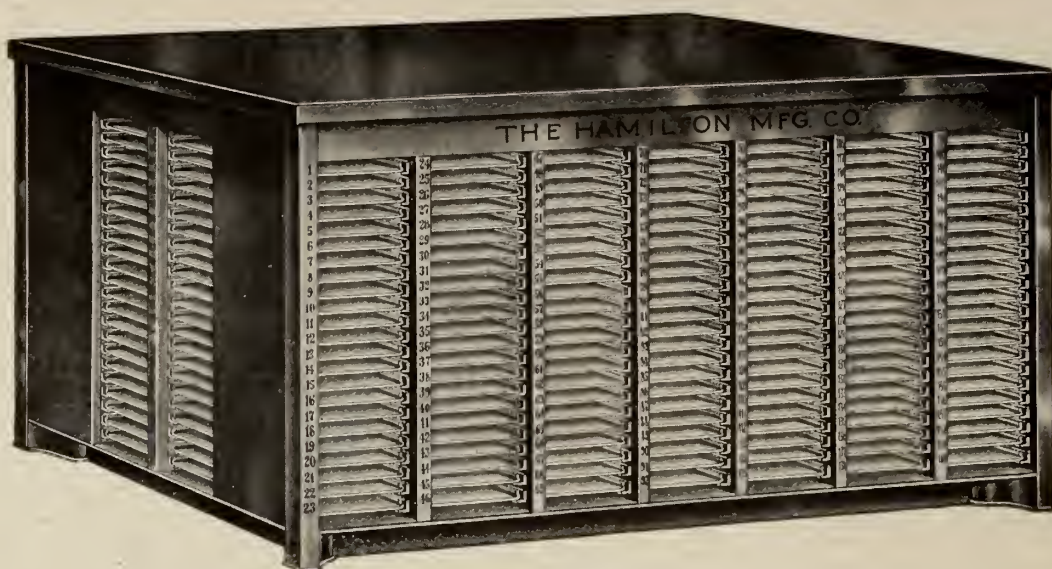
Know the Monitor before you pur- chase a Wire Stitcher

LATHAM MACHINERY CO.

NEW YORK CHICAGO BOSTON

Canadian Selling Agents:

H. J. LOGAN, 114 Adelaide Street West, Toronto
GEO. M. STEWART - 92 McGill St., Montreal



No. 723 Steel Imposing Table, 51 x 75 Inches, with Capacity for 414 8 $\frac{1}{2}$ x 13 Steel Galleys

A Busy Institution

should be a profitable one, but this is not always the case. In many plants the workers do a tremendous amount of work with inadequate results because of lost motion.

Modern methods tend to reduce lost motion—save useless operations, making the workmen not only workers but producers.

Hamilton Efficiency equipment has been worked out to save time in the printing plant. The Galley Storage Imposing Table illustrated above is one of the many important time-savers in the Hamilton line. The use of such a table saves much useless handling of pages. Its cost is soon returned in increased production.

Send for complete illustrated circular of the Hamilton Galley Storage System, showing various methods of galley storage provided in the Hamilton line, or ask your nearest dealer to tell you how this Equipment will make the saving indicated. Made in wood or steel construction to fit the needs of every printer.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Hamilton Equipments are Carried in Stock and Sold by all Prominent Type Founders and Dealers Everywhere.

CANADIAN SELLING AGENTS:	
Toronto Type Foundry Co., Limited.	{ Toronto, 70 York St. Montreal, 345 Craig St. W. Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.
Stephenson, Blake & Co., Toronto. George M. Stewart, Montreal.	American Type Founders Co., 175 McDermot Ave., Winnipeg. Miller & J. Toronto, 7 Jordan St. Richard Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S. Anglo-Canadian Type & Printing Machinery Co., Ltd. corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Production and Distribution of News in Canada

News as Merchandise—How Canada Gets its News—Marketing the News—Nationalizing Distributors of News—Promoting the Objects of Confederation and Empire

NEWS is merchandise, just as potatoes, cloth, nails, and oil are merchandise. News requires to be produced the same as other commodities require to be produced. News must be sold, through jobbers and retailers, the same as groceries, dry goods, agricultural implements and everything else consumed by the public, require to be sold and which are distributed to the final consumer through the agency of wholesalers and retailers.

This view of news is not very original; at the same time, the average man forgets or fails to perceive that news is a commodity, produced and merchandised in much the same way that other commodities are produced and sold; and he sometimes forgets or fails to perceive that the retail price of news—the price to the consumer—represents the greatest bargain in the known world, for there is nothing else costing so much to produce and distribute that can be purchased retail for a common brown cent.

What follows is some account of news production and distribution in Canada by Canadian Press Limited, the Canadian organization corresponding in a humble way with the Associated Press, or "A. P." and other news-gathering associations of the United States and Europe.

ONCE THE C.P.R. GAVE CANADA ITS NEWS

Prior to 1911, when Canadian Press Limited, was formed, the Canadian Pacific Telegraph Company distributed A.P. news in Canada. This news was received, for eastern Canada, by way of Buffalo, and was sent to publisher subscribers in a more or less limited and unsatisfactory way. The service was inadequate and not too efficiently managed.

In Western Canada was, and is, an organization called the Western Associated Press Limited, which received and receives the A.P. service by way of St. Paul. British Columbia papers received and receive their news in part from Seattle; and in part from Winnipeg.

These arrangements were unsatisfactory alike to the Eastern Canadian publishers and to the Associated Press, which organization desired in Canada a more efficient distributing agency for its product. It was under these circumstances that Canadian Press Limited was formed.



E. F. SLACK,

President, the *Montreal Gazette*, Chairman of the Nationalization Committee of Canadian Press Limited, and President of the C.P.

CANADIAN PRESS LIMITED

Canadian Press took over from the C.P.R. Telegraph Co. the A.P. franchise and organized the Canadian service.

Here it requires to be said that Canadian Press Limited, is a parent or holding company. It gives no service, and has no employees. It sub-lets, as it were, its franchise to subsidiary organizations from which it derives the money necessary to compensate the Associated Press for its franchise.

FIVE DIVISIONAL ASSOCIATIONS

Of these subsidiary organizations or associations there are five: Two Central associations, covering Ontario and Quebec (one for morning, the other for evening papers); a Maritime Provinces association; a Western Canada association and a British Columbia association.

These five associations are independent and distinct with respect to each other, but all of them occupy the same relation to the parent organization, Canadian Press Limited; they receive the A. P. franchise through Canadian Press Limited, and pay C. P. for this franchise.

Each of these five subordinate or tributary associations has its own organization facilities for the receipt and distribution of news, and its own list of subscribing newspapers; and controls the news service for its own field. These five territorial associations determine what each paper in its field shall pay per annum for the service given it.

In the case of new applications for a service, these are submitted first of all to the Canadian Press, which in turn submits them to the territorial division to give the service, whose consent or refusal, while not final, is usually so. Should the applicant be not satisfied with the decision, he may fight it out with the C. P., the body of final authority. It really means that each territorial organization is autonomous in its own field.

NEED FOR NATIONAL ORGANIZATION

But with all this organization, there is something lacking—a closer union of east and west and centre; and so there is afoot a project for the doing away with the territorial divisions and for their replacement with a single and centralized organization, national in character and fact.

This project has been occupying the attention of those concerned for a year and a half or more, and gives every promise of attaining its objectives, and this within the next few months—probably before midsummer. A plan of unification will shortly be placed before the several divisional organizations, and only awaits the consent of all to become operative. The hitch, if hitch there is, is in connection with the assessments to be made against each territory for the maintenance of the service. In principle the unification plans are universally approved. What remains of difference is chaffering—an equitable adjustment of money obligations. Here self-interest meets self-interest and there are inevitable bickering and bargaining. But in the end, all will get together—this by mutual compromises and surrenders.

It may be worth while to record at this point the names of the officers of the nationalization committee which has been entrusted with the working out of plans and which has kept the project of nationalization active. They are E. F. Slack, *Montreal Gazette*, Chairman; C. F. Crandall, *Montreal Star*, Secretary;

G. Fred Pearson, *Halifax Chronicle*, representing the Maritime Provinces; J. F. MacKay, *Toronto Globe*, representing the morning papers, and E. Norman Smith, the *Ottawa Journal-Press*, representing the evening papers, of the Central divisions; E. H. Macklin, the *Winnipeg Free Press*, representing the Prairie Provinces, and John Nelson, representing British Columbia.

THE WESTERN MEN STARTED SOMETHING

The unification movement was really initiated by the Western men, although perhaps nationalization of the news service was not their first object. The Western men sought Government aid in the matter of a leased wire from Ottawa to Winnipeg. And when a delegation from the West went to Ottawa in January last, they were joined by representatives of the Central and Maritime Provinces associations, and a joint plea was made to the Government for financial assistance in perfecting and maintaining a national news service. The plea was successful.

DISTRIBUTING NEWS IS COSTLY

The distribution of news costs money—very much money. It involves leased wires of great length, managers and numerous operators; and the burden of this cost must be largely and widely shared to make it tolerable.

There is, for example, a leased wire from New York to Toronto, and other Ontario and Quebec cities, having a length of approximately 1,100 miles. This wire runs from New York to Montreal, Quebec, Ottawa, Toronto, Hamilton, Brantford and London.

In Ontario and Quebec, in which provinces over 70 per cent. of Canada's population resides, are numerous dailies, and altogether these are contributors to the cost of maintaining the service.

From Ottawa to Winnipeg the population is negligible, so scant is it. Only at Fort William and Port Arthur is there any considerable grouped population.

The distance between Ottawa and Winnipeg is about 1,400 miles, and the maintenance of a leased wire for a 24-hour service for a whole year is very costly—not far short of \$100 a day, \$3,000 a month, or between \$30,000 and \$35,000 for the year. Along this great distance there are, practically speaking, only two possible subscribers—the dailies of Fort William and Port Arthur; and it is obviously impossible for these papers to contribute anything worth speaking of to the cost of maintaining an Ottawa-Winnipeg wire.

A LEASED WIRE FROM OTTAWA TO WINNIPEG

Yet a leased wire service between Ottawa and Winnipeg has been maintained by the Western Associated Press—a night service. Even this partial service imposed an uncomfortably heavy cost on the Western Association, and the load was becoming too heavy to be borne. As a matter of fact, it has been maintained of late only because of the Canadian casualty lists, which lists are sent out from Ottawa. It has to be remembered in this connection that following the outbreak of war Western newspapers suffered very serious losses of revenue, owing to the collapse of advertising; on top of which was the aftermath of depression and diminished advertising from the bursting of the Western land boom.

It is to the credit of the Western daily newspapers that, in spite of shrunken earnings and most serious financial embarrassments in the case of many, they kept up the connection with Eastern Canada by paying for a leased wire service from Ottawa to Winnipeg.

PUBLISHERS MEMORIALIZE OTTAWA

Doubtless it was the pressure of this burden that led to the petitioning of the Federal Government by Western publishers last January. A very strong and fully representative delegation of West-



C. F. RANDALL.

Editor, the *Montreal Star*, Secretary of the Nationalization Committee of Canadian Press Limited.

ern daily newspaper men went to Ottawa to ask for a contribution of \$32,500 to maintain a 24-hour leased wire service from Ottawa to Winnipeg.

As has been said, the Western men, in this memorializing of the Government, were joined by representatives of the Central Associations of Ontario and Quebec and of the Maritime Provinces Association. In union they presented their common cause so skilfully and impressively that the Government decided to grant \$50,000 a year as a contribution towards the cost of leasing the necessary wires to ensure an even distribution of news all over Canada. The extra \$17,500 granted by the Government is to pay for the wire over the "dead" stretches between Montreal and St. John and between Calgary and the Pacific Coast.

THE GOVERNMENT GRANT OF \$50,000 PER ANNUM

This \$50,000 grant of the Dominion Government is presumably contingent upon the nationalization of the news service of Canada, which means the merging of the existing associations in Western Canada, Central Canada and the Maritime Provinces. So to obtain this \$50,000, these separate associations must surrender their identities and organizations to form a new organization with new officers, and possibly with a readjustment of charges to each paper. It scarcely needs to be said that to obtain the \$50,000 offered

by the Government, the Western and Eastern men will be very ready to make concessions, for it is they who will receive the largest benefits under the new plans.

The probability is, however, that the Western and Eastern men won't save anything in reality—this for the reason that the service will be enlarged, involving new and increased outlays.

Here it may be said that great things are expected from the nationalization of the news service of Canada. Some ardent ones declare that, as an influence and expedient to unify the various parts of Canada into a greater and truer national solidarity, in thought, interest and purpose, the nationalized news service soon to become a fact will rank second only to our national transportation systems.

WHO MAY HAVE THE C.P. SERVICE

When Canadian Press Limited, took over the A.P. franchise in Canada in 1911, it was agreed that every daily newspaper in Canada in existence at that time was entitled to receive the A.P. news service on payment of the proper assessed charges therefor. In regard to daily newspapers coming into the field subsequently, the obtaining of a news franchise was to be dependent on the will and decision of Canadian Press Limited. Thus, for example, when the *Montreal Evening News* was begun, two or three years ago, a C.P. news service was refused it on the grounds that a new evening paper in the Montreal field was not desirable. It was only after a bitter fight that the *News* was granted a franchise. Without a news franchise no daily in a populous centre can hope to live.

WHAT C.P. NEWS COSTS

The price paid for a C.P. service by each individual paper is fixed by the association through which the news is received, and is more or less an arbitrary charge. In a broad way, it is determined by local population, not by the newspaper's circulation or character. The rate for each morning or evening paper in any given city is a flat rate. Thus the *Montreal News*, with a circulation of about one-fourth that of the *Daily Star* or *La Presse* pays exactly the same as do these latter-named papers. In the Central territory the largest dailies pay from \$5,000 to \$6,000 a year for their service. The minimum charge to small city dailies will run from \$4 to \$5 a week.

FULL AND "PONY" SERVICES

Metropolitan papers receive a full service. Dailies published in smaller cities are given, at their option, a "pony" or abridged service.

The full service in the Central territory consists of all the news communicated from New York. The "pony" service is a condensed or edited service prepared by a competent man who exercises his own judgment in the matter of abridging the full news service.

In the Central territory, there are two distinct services, each self-sustaining: one for the morning papers, the other for the afternoon papers. These two services have no relation to each other, being as distinct and separate as are the associations of Western Canada and the Maritime provinces. Their offices are in separate buildings, and each has its own staff, consisting of a manager, a chief operator and subordinate operators. The

manager of the morning service is C. Langton Clarke, and the manager of the service to the afternoon papers is C. O. Knowles.

The two Central associations employ a capable editor and an expert operator who are located in New York in connection with the A.P. offices there.

This Canadian editor of A.P. news sieves the news, as it were, for Canada, forwarding the news that Canadian publishers want and omitting news not likely to be of interest to Canada. This news is sent to Canada over a leased wire whose route has already been indicated.

HOW NEWS IS DISTRIBUTED

In the case of the metropolitan dailies taking a full service, a telegraph operator located in the newspaper office is provided. He is the employee of the association providing the service, and not of the newspaper. His wage is included in the price paid for the service.

In the case of dailies taking a full service the leased wire of the association passes through each office, and the operator takes off the despatches as they go over the wire throughout its length.

THE "PONY" SERVICE

In the case of newspapers receiving the pony service, the despatches are transmitted over ordinary commercial wires, at press rates. In each receiving office is supposed to be a competent "re-write" man who can expand the abridged despatches into something ample and at the same time accurate. Re-writing is with some men a highly-developed art.

Morning papers may not publish news before 6 p.m. of the day preceding their

In news sent out on a C.P. franchise there is no copyright. Publication makes the news common property.

THE WESTERN ASSOCIATED PRESS

Winnipeg is the distribution point for Western news. Winnipeg gets its principal A.P. news from St. Paul—the nearest American distribution point. The Western Associated Press maintains an editor and operator in St. Paul just as the Central associations of Ontario and Quebec maintain an editorial man and operator in New York. The manager of the W.A.P. service in Winnipeg is J. F. B. Livesay. The leased wire service of Western Canada is about 4,000 miles in length.

British Columbia gets its main news service from Winnipeg, but receives a supplementary service from Seattle.

IN THE MARITIME PROVINCES

The Maritime Provinces Association receives its news from Montreal, over a leased wire running to St. John. From St. John the news is transmitted to individual subscribers in the Maritime Provinces. When the Government grant becomes available, and all arrangements for the nationalization of the news service are completed, there will be a 24-hour leased wire service right through from Vancouver to Halifax, and probably to Sydney. The Eastern association is under the supervision of G. Fred Pearson of the *Halifax Chronicle*.

COLLECTING AND DISTRIBUTING DOMESTIC NEWS

Thus far only the A.P. service, as distributed in Canada by the C.P., has been considered and this service, needless to say, is foreign news. What about domestic news? How is it gathered and distributed? Does Canadian Press Limited, concern itself with domestic news?

Again let it be said that Canadian Press Limited, is not really a news gathering or distributing body. It exists to handle the Associated Press franchise for Canada. While it has officers, it has no organization. It sub-lets its rights—to the several independent associations, each of whom pays the C.P. a stated sum for its contract. The C.P. is not a money-making organization. What money it receives from the lessees of its franchise goes to pay the A.P. for the C.P. franchise for all Canada. If there is any surplus, it goes to the credit of a reserve fund, but no dividends are paid. Its officers are really trustees of the daily newspaper publishing interests of Canada. It has no share capital.

And in the same way the subordinate or territorial associations are not organized as commercial bodies out to make a profit. They collect from their subscribers—those receiving their service—sums which in the aggregate suffice to pay operating expenses and the sum required to be paid to the C.P. Any surplus is credited to a reserve fund maintained as a measure of common prudence.

But these territorial or divisional organizations maintain local correspondents in the principal cities and centres of Canada—usually newspaper men already attached to local newspapers. These correspondents forward the news gathered by them by telegraph to their central territorial office, and this news, when collated and edited, is distributed along with C.P. news. Thus these territorial

offices become the news gatherers and distributors of domestic news. Also, it is the practice for territorial central offices to communicate the domestic news they gather each to the other. Thus Winnipeg receives, over its leased wire (from 6 p.m. to 6 a.m.) from Ottawa, the domestic news relating to Central and Eastern Canada; and reciprocally, Toronto receives and distributes Western domestic news.

When all these divisional organizations become merged, and when there is an all-



JOHN NELSON,

Manager, the *Vancouver World*, representing British Columbia newspapers on the Nationalization Committee as defined in the accompanying article.



J. F. MacKAY,

Business Manager of the *Toronto Globe*, representing the morning papers of the Central Division, on the Nationalization Committee of Canadian Press Limited.

day of dated issue. Afternoon papers may not publish news before 11 a.m. By "publish" is meant issue editions or copies of their papers. They may, however, "bulletin" news whenever received.

In the case of extraordinary news of tremendous importance or interest, a "flash" is sent out and the customary restrictions governing publication (as above noted) do not apply.

day leased wire running from Vancouver to Sydney, the collection and distribution of domestic news will be undertaken more purposefully and in large measure. Indeed, it was this extension of service that appealed to the Government and which was the chief reason for the granting of the \$50,000.

Here it may be said that the \$50,000 to be granted each year by the Dominion Government is not primarily or mainly to ease the load on Western or Eastern publishers in the receiving and distribution of foreign news; but rather is to be devoted to the expansion and perfecting of the domestic news service, though, specifically, it is earmarked for the purpose of paying for leased wires. At the same time, the Dominion Government was not unmindful of the fact that at the present time foreign news—from the battlefields of the Eastern Hemisphere—is of superlative interest and concern to the Canadian people. As a matter of fact about 80 per cent. of the foreign news now being distributed in Canada, and received from the Associated Press, is war news.

THE JUSTIFICATION OF THE GOVERNMENT'S GRANT OF \$50,000

When the nationalization plans are perfected and completed, and when divisional associations will have disappeared, through merger, into one central national association, very considerable sums will be devoted to the collection of domestic news; and so while on the face of things, it may seem to some that the Government

granted \$50,000 to relieve the burden on Western and Eastern publishers—as a contribution towards the expense of a leased wire crossing Canada over all its breadth, the truer way to regard this Government grant is as a contribution towards the cost of an enlarged domestic news service; and this not for the benefit of publishers so much as for the promotion of greater national unity in thought, purpose and endeavor. It were easy to demonstrate that this seeming gift to a class interest is in reality an act of high statesmanship, fraught with tremendous issues affecting our national destinies.

OTHER FOREIGN NEWS ENTERING CANADA

The A.P. service is not the only foreign news service entering Canada. The United Press gives numerous dailies in Canada a service—this direct; and until recently the International News Service had Canadian subscribers; but since the British Government black-marked the I.N.S.—a Hearst and pro-German organization—no newspaper in Canada may take I.N.S. news. It is a banned and barred service, with heavy penalties to those accepting and publishing its news.

THE CANADIAN ASSOCIATED PRESS

Older by several years than Canadian Press Limited is the Canadian Associated Press, which exists to provide Canada with British news likely to be specially interesting to the Canadian people.

This service emanates from London, England. There two men reside, one to digest the London morning papers as soon as they can be obtained (about 3 a.m.), and who cables his news forthwith to Canada; the other to sift the afternoon London dailies and morning Provincial dailies, and forward their news. Because of the difference in London and Toronto time, it is possible for the cabled news to reach Canadian subscribers for publication in their morning or afternoon papers, as the case may be, on the day of despatch.

The C.A.P. service was born of the criticism that the A.P. service omitted much news from Great Britain of very particular interest to Canada. John Ross Robertson is the father of the C.A.P. and has been its president for many years. The Dominion Government subsidizes this service to some extent.

In Ontario and Quebec a baker's dozen of dailies subscribe to this service. There is no bar to membership. Any publisher ready to pay the price may have the service.

C. F. Crandall, Montreal *Star*, is Vice-President. J. E. Atkinson, Toronto *Daily Star*, Secretary-Treasurer; and A. T. Chadwick, Toronto *Telegram*, the acting secretary.

This service in the West is sold to the Western Associated Press, which distributes the C. A. P. cable despatches to its subscribers.

In Ontario and Quebec the C. A. P. despatches are sent direct, by the telegraph company receiving the cables, to subscribers, in the ordinary way. The C.A.P. is not organized for profit.

* * *

PRINTER AND PUBLISHER believes that this survey of the manner of obtaining and distributing news in Canada will be read with interest by many readers; and hopes that what has been written will remove suspicions where these have had lodgment, and will help on in some de-

gree the efforts of those who are endeavoring to make the business of news gathering and retailing more to be esteemed by those engaged in it.



STEWART LYON.

Managing Editor of the *Toronto Globe*, who has gone to the front as Canada's officially designated war correspondent, serving under the direction of Canadian Press Limited.

AN ALL-RED NEWS SERVICE

CO-ORDINATION and correlation of all the resources of the British Empire is the purpose of the Dominions Royal Commission which recently closed its fifth year, and the final report of which is now at hand. The commission consists of Sir George E. Foster, Sir Edgar Vincent, Sir H. Rider Haggard, Tom Garnett, Wm. Lorrimer, Joseph Tatlow, Sir Alfred Bateman, Donald Campbell, J. R. Sinclair, Sir Richard Soloman, and E. R. Bowring.

The commission has made a survey of the natural resources, commercial and industrial effort, and man-power of the Empire, and advocates the completion and continuance of the work under permanent Imperial development board, representing all parts of the Dominions, which should keep this survey up to date, so that there may be a scientific development of the natural resources of the Empire.

ALL-RED MAIL ROUTES

The development of Imperial mail routes which do not pass over foreign soil is advocated, and it is shown how by this means time may be saved in the delivery of mail in the antipodes. It is suggested that the Governments of the Dominions arrange matters so that in 1921, when the time for giving notice to terminate existing contracts expires, they may be ready to initiate Imperial services.

SPREAD IMPERIAL NEWS

"We suggest that immediate use should be made of the existence of a State-controlled Atlantic cable to facilitate the distribution of press news to Canada, and through Canada to other parts of the Empire. Our visits overseas were made in years of acute international disturbance. We are bound to say that our hopes of finding in the newspapers of the Dominions a full and accurate account of world-important events were far from realized. In Canada particularly (where news from outside the Dominion comes mainly through American agencies), the lack of

Imperial news at the outset and during the progress of the war was noticeable and disturbing. In our judgment few tasks are more urgent than that of securing the dissemination of Imperial news as widely and as fully as possible. We, therefore, recommend and advocate the lowest possible press rates for news sent over the State-controlled Atlantic and Pacific cables. We are confident that the already urgent demand for a better news service will be emphasized when the war is over, and reconstruction begins."

CANADA'S NEWS TROUBLES

The commission deals appreciably with the difficulties of news dissemination through the Dominion.

"The present system," it says, "is the subject of much heart-burning, both in Eastern and Western Canada, and is viewed with grave apprehension by newspaper proprietors and others interested in the future development of the Dominion, and its relations to the Empire as a whole."

The report sets out that there are four main news-gathering centres—the Maritime Provinces, Central Canada, the Prairie Provinces, and the British Columbia coast. Between these are three great news deserts, between St. John and Quebec; between Central Canada and Winnipeg (Fort William and Port Arthur forming an oasis), between Calgary and Vancouver.

In these "deserts," says the report, "news matter neither originates nor circulates. Moreover, owing to the long distances over which these 'deserts' extend, the cost of transmission of news messages, which is done by means of leased telegraph wires, is unduly high."

EXISTING SYSTEMS NOT ENOUGH

It is remarked that it is found cheaper for Canadian newspapers to get much of their news from United States sources. The special service of the Canadian Associated Press, started in 1903, to supply Canadian newspapers with news of peculiar Canadian interest originating in the United Kingdom is referred to.

"This service contributes a daily average of only five hundred to six hundred words," says the report, which was not considered adequate. In the main the collection and distribution of news is done by means of an association named the Canadian Press, Ltd.

The commission declares that the most urgent need is that representatives of the Government, the principal papers and the telegraph companies, get together and frame an agreement which would at least secure a leased wire from Ottawa to Winnipeg, and perhaps from end to end of the Dominion.

"It is keenly realized," says the report, "that the absence of an adequate Imperial news service will constitute a serious danger during the period of reconstruction which will inevitably follow the war."

COMBINE WITH AUSTRALIA

The Commission declares itself greatly interested in the suggestion made at Winnipeg by Mr. Conley, of the Sydney *Morning Herald*, Australia, that Australian and Canadian newspapers should unite in the news service now supplied by the Australian and Canadian Press Association in London to the Australian and New Zealand press.—Canadian Press Despatch from London, dated March 2.

Clearing \$1,000 a Year from a Printing Business

How to Ascertain the Amount of Business a Printer Must Do in a Year and How the Price at Which Printing Must Be Sold to Obtain Any Desired Net Profit Should Be Rightly Calculated

By JOHN C. KIRKWOOD

NINETY per cent. of those in business get no profit from their effort, and many do not break even; and the absurd thing about it all is that nobody wants men in business to work profitlessly. The world is ready to pay men their price—a price which will include a profit, not merely on merchandise, but on capital and effort.

The man in a small way of business is too often in terror of those whom he serves. He seems to think that they are lying in wait all the time to catch him over-charging, quite forgetting that, generally speaking, the public doesn't know at what price goods should be sold, and, in a measure, doesn't care. The public will pay 60 cents or 80 cents a dozen for eggs; or \$1.50 or \$5 a bag for potatoes; or 30 cents or 50 cents a pound for butter, according to the market; and in this lies proof that the public will pay the printer a right price for services he may render, only wishing assurance that the prices charged by him are honest.

In spite of all that has been done and said on the subject of cost-finding for printers; and in spite of the help provided by and obtainable from the United Typotheta and Franklin Clubs of America, many printers in Canada are operating without a cost system, and make no money at the end of their year of effort.

3,000 PRINTING HOURS A YEAR

Let it be supposed that 10 hours constitutes an employing printer's working day—from 8 a.m. to 6 p.m., and that his shop is open 300 days in the year. This gives him 3,000 hours in which he must recover operating costs plus a profit on his effort.

For the sake of example let it be supposed that operating costs and the desired profit (this profit is not to be confounded with the employer's own wage or salary which he should pay himself weekly the same as he pays his employees) total \$6,000 in the year. Thus it is obvious that the printer must obtain \$20 a day over and above the costs of his materials. It means that the print-shop must produce enough work in a day to yield a revenue of \$20—or \$120 a week—over and above the cost of stock and ink. It means that the printer must invoice work done for customers each day to an amount or extent that gives him \$20 a day over and above cost of materials.

A PERCENTAGE ADVANCE NOT ALWAYS SUFFICIENT

It is not enough to just advance the bare cost of work by a right percentage. Beyond this, this printer must actually produce enough work to give him his \$20 a day above material costs. And this means that this printer has to be more than a printer: he must be a salesman; and he must sell enough of his product—materials and labor—and this at a profit,

and a sufficient profit at that, every day of the year.

A SUPPOSITIOUS CASE

We'll suppose a case—the case of a printer requiring to employ two compositors, a pressman, a Gordon operator, and a girl to keep books. We'll suppose that the wages of these employees amount to \$80 a week. We'll suppose, also, that the printer pays himself every week \$35—a moderate amount for an employer; and that he limits his own and his family's living expense to this sum. This gives a total weekly salary sheet of \$115, or \$5,980 in a year.

Now let us set down, in a conjectural way his probable yearly expenses. These, by groups, are:

Rent	\$ 300
Freight	150
(On incoming goods and supplies.)	
Salaries	5,980
Fixed Expense	300
(Taxes, insurance, telephone, light, fuel, water, power.)	
Delivery	300
(Say \$1 a day.)	
Incidentals	200
(Own stationery, postage, cleaning, repairs, own advertising, etc.)	
Losses	200
(Spoilage, shortages, bad debts, forfeited cash discounts, etc.)	
Donations and Subscriptions..	100
(To churches, charities, lodges, etc.)	
Interest	400
(On capital, borrowed money and interest lost on outstanding accounts.)	
Depreciation	400
(On premises (if owned), on plant, furniture and equipment.)	
Total	\$8,330
To this add	\$1,000
(The amount the printer desires to make in the year as profit on his effort over and above the salary or wage he allowed himself.)	

This gives a total of\$9,330

This sum the printer must recover in his 300 working days if he is to get back all his costs of doing business, plus a desired profit of \$1,000 on his own effort.

This works out to approximately \$30 a day.

Omitted from this summary is the cost of stock and ink. These are commodities which the customer must pay for. Nor are included any disbursements for type or other equipment which may be regarded as additions to capital.

WHAT THE PRINTER MUST RECOVER EACH DAY

When the printer figures out the cost of doing business in this way, he becomes alertly aware of just what he is up against, and he will perceive in the clearest way why it is necessary for him to keep up his sales and to obtain a full profit on every job. He will see, too, why it is desirable to have dockets for every job and for every employee, on which all costs of time and material shall be faithfully and accurately recorded. With these dockets showing analytically the costs of each job, the printer will be in a position to add the right percentage—this to recover daily or weekly his required costs and profit.

In the case illustrated the daily requirement is \$30 over the costs of materials. This \$30 is the daily sum that must be received for labor, overhead, general operating costs and profit. \$30 daily is \$180 every six days—every week. Add to this the amount of materials (paper, ink, and binding) used for jobs, and you get the amount that must be invoiced each day or week to give the printer his absolute requirement.

If the printer is falling below this daily or weekly requirement, he knows of a certainty that he is losing money; and he can tell how much.

PRINTING COSTS HAVE BEEN THOROUGHLY STUDIED

The costs of printing have been investigated again and again—a thousand times in the offices of the United States, Canada and Great Britain, and in other countries; and cost-finding for printers is being perpetually studied. These investigations have been minute and exact, and have been made in respect to every operation—machine and hand composition, cylinder press work, job press work, etc. These costs, as ascertained in relation to each class of operation, have been reduced to hour-costs, and take into consideration the amount of idle or unproductive time of men and machines.

For example, statistics believed to be perfectly accurate have been compiled by the New York Master Printers' Association from data gathered within a year, and are as follows:

		Percentage of Productive Time
For Hand Composition...	\$1 46.9	57.7
For Linotype Composition..	1 87.9	71.2
For Monotype Keyboard..	1 05.5	69.6
For Monotype Caster.....	1 43.8	58.4
For Cylinder Press.....	2 07.1	61.3
For Pony Cylinder Press..	1 37.5	60
For Job Press.....	85.6	59.4
For Cutting	1 13.5	62.2

The first column is net cost; the second percentage of productive time. The relation is significant and worthy of every printer's careful study.

A COST SYSTEM AVAILABLE FOR EVERY PRINTER

The United Typothetæ and Ben Franklin Clubs of America, perhaps more than any other body, has studied costs in all parts of the country, with zeal and diligence; and this organization has compiled a printers' manual, giving the standard or average hour costs of every operation. This little book, which can be carried in one's vest pocket, is being used by a very large number of printers everywhere in Canada and the United States, as the basis of calculations on estimating; and it can be trusted very freely.

Some average hour costs in the United States in 1914, as compiled by the U. T. & F. C. A., are as follows:

Hand Composition	\$1.532
Job Presses883
Large Cylinder Presses	2.19
Small Cylinder Presses	1.452
Cutting Machine	1.197
Ruling Machine	1.253
Folding Machine	1.411
Slug Casting Machines	1.957
Monotype Keyboard	1.121
Monotype Caster	1.477
Rotary Press	2.233
Automatically Fed Job Press	1.41
Two-color Press	2.514
Perfecting Press	3.483
Power Embosser	1.975
Hand Embosser	1.378
Electrotyping	1.724

A COST SYSTEM FOR THE ASKING

Also, this same organization has devised time and job dockets for the use of printers, and estimating forms, by which all items of cost are provided for, and whose use facilitates record-making and keeping and accurate estimating. The use of these helps enables a printer to do business intelligently—with guess-work eliminated, and do it profitably. Not to use these aids is folly—this unless one has produced his own or is using other cost schedules and forms of equal dependability and completeness. The U. T. & F. C. A. offer printers this cost system free—on application.

The job printer in a small way of business can use these U. T. & F. C. A. aids just as readily, and with as much advantage as the printer doing a huge business. Indeed, the printer in a small way of business really needs the assistance provided by the Standard Cost System more than most, because he is most numerous in the aggregate and because he is the man nine times out of ten who is getting no profit from his effort.

THE VITALNESS OF A GOOD COST SYSTEM

The cost of doing business is a matter of the very first concern for every man in business, be he butcher, grocer, shoe dealer or printer. It is as vital to him as it is to the giant manufacturing corporation, or to a department store. And, thanks be, the cost of doing business is not a thing of mystery, hard to understand, or incapable of discovery. The cost for each individual business can be ascertained, as shown above, and when ascertained, can and must be made to govern retail prices. Very probably, and very beneficially, it may compel the printer who is resolute in his purpose to get a profit from his effort—this over and above the wages he pays himself, to become a better salesman of his merchandise; and if it does this, a cost system, in its formulation and application, becomes the printer's truest friend.

WHEN ESTIMATING, REMEMBER

THAT it takes an hour to set and lock the average business card and often longer.

That the average billhead cannot be set and locked in less than an hour.

That the average envelope corner-card will take a half hour for the composition and lock-up.

That it takes an hour to set and lock the average notehead, letterhead, or statement.

That the average compositor will set only 600 ems an hour.

That the linotype turns out on average of only 3,200 ems an hour.

That the monotype turns out an average of 3,000 ems an hour.

That the average output of job presses is 1,020 an hour when running time only is considered.

That a first-class bindery girl will make only 750 folds an hour on the average.

That on inserting an operator will handle but 1,000 to 1,200 sections an hour.

That in doing interleaving a girl will handle but 500 to 1,000 sheets an hour.

That when gathering a girl will handle but 1,000 to 1,500 sections an hour.

That a girl and helper on a wire stitcher will make but about 30 stitches a minute saddle stitch, and about 20 stitches a minute side stitch.

That a self-clamping power cutting-machine will not average more than 40 cuts an hour.

That a folding machine will not average over 1,500 sheets an hour.

PERCENTAGE OF PROFIT ON PAPER STOCK

WHAT is the proper percentage to add to the cost of stock used in the printer's product? How much for handling? How much for profit?

This is one the vexed questions which bob up and down all along the river of the printer's life.

The printers of Chicago, New York, St. Louis, Cincinnati and other large cities too seldom add sufficient profit to the invoice cost of stock, especially when delivered in large quantities. The smaller printers in these same cities and throughout the country—as well as a few of the big fellows—maintain their right to a fair profit on stock over and above the cost of handling it. These men go so far as to double the invoice price when the quantity is, say, under five dollars, grading the percentages down on large orders. The American Printers' Cost Commission recommends an addition of twenty-five per cent. on all stock used; individually, the members of this commission have advised that this percentage should be added whether stock is furnished by the customer or not.

A large firm of printers in the Northwest will not accept stock bought by a customer. If the buyer wants to buy his printing piecemeal—the paper here, the composition there, the presswork yonder, and the binding on the other side of the city—this firm simply declines to be a party to the deal. Yet it is eminently successful and highly respected.

In Chicago, New York and many other cities, a buyer of printing can get almost anything he wants and at almost any price, provided he hunts for it long enough. He can buy paper from the mill or the jobber, or the dealer; composition from the machine plant; make-up where

he will; presswork and binding at other places; and each party will haul the stuff freely from one plant to the other. This being so, the question of a charge for handling stock and a plan for a profit thereon is not easy to solve.

It has been demonstrated—without successful contradiction—that it costs over ten per cent. of stock value to handle paper. It has also been shown that not less than twenty cents a hundred pounds should be added to the stock to cover handling. These suggested additions are not profit, but simply cover average cost of handling. It is likely that either plan will prove safe; in the absence of more data on the subject, they may well stand as a guide for all printers.

Then as to profit—real profit.

What is the custom in other lines of industry? Invariably a liberal percentage of profit. What is the object of securing and carrying stock? Invariably for profit. The following is therefore suggested as a fair scale of percentages to be added to the cost of stock laid down at the printer's place of business: \$2.50 and under, double the cost; \$5, 50 per cent.; \$10, 33 1-3 per cent.; \$25, 30 per cent.; \$50, 25 per cent.; \$100, 22½ per cent.; \$250, 20 per cent.; \$500, 17½ per cent.; \$1,000, 15 per cent.; over \$1,000, 12½ per cent.

While the average cost of handling is ten per cent., the cost of handling large quantities, say one thousand dollars and over, would not run more than seven or eight per cent., including insurance; hence even ten per cent. added to the cost of very large orders would leave a slight profit in most cases. The better way is to learn cost of handling in the individual plant.

So long as there is so little available knowledge as to cost of handling stock in a printing plant, these suggestions are made as leading up to better methods than exist generally to-day. Better bases for building a reliable scale are needed for the use of those printers who have not yet been able to get the most out of their cost systems.—*Inland Printer*.

OVERRUNS

A NEW YORK employing printer recently had a dispute with a customer over the matter of an overrun. One hundred thousand booklets were ordered and the printer, to insure delivery of the full quantity, printed three or four thousand more than the number required; then he did what is usually done, sent them to the customer with a bill for them made out *pro rata*.

The customer refused to accept the overrun and, as a result of the dispute that ensued, transferred his printing orders to another concern. The printer brought suit, and at the trial a number of representative printers testified for him as to the usual trade custom in such case, but on the customer's side was the printer who was then doing his work, who went on the stand and said that no such trade custom existed. The jury believed him and so rendered its verdict.

LORD NORTHCLIFFE'S BOOK ON THE WAR

Lord Northcliffe's book, "At the War," has been enlarged by several chapters in a new edition just issued. Lord Northcliffe has been able to hand to the Prisoners' War Fund and the Red Cross the sum of £3,675 for friendless prisoners in the hands of the enemy. The publishers expressed the opinion that the book would earn 100 guineas a day from the date of issue of the first edition. This amount has been exceeded.

DISCOUNTS TO CHARITIES

IF PRINTERS were clearing 20 per cent. net profit on all their work, they could possibly afford—and it might be good business policy—to divide this 20 per cent. profit with the religious organization. But printers are not clearing 20 per cent. profit. It is doubtful whether on the whole they clear 10 per cent. profit.

When the religious organization gets 10 per cent. off a printer's bill the printer loses actual money in the transaction; that is, under normal conditions in the average printing plant. Hence, the matter of discounts to churches and charities needs closer watching than it has yet received. In order to be fair to such buyers the printer should know his cost, and to this add 25 per cent. This will only be 20 per cent. of the selling price. Try it out. Ten per cent. or half this profit belongs to the printer, and 10 per cent. may be given to the church or the charity, if the printer is so inclined.

With respect to lodges, fraternal institutions, clubs, societies, etc., there is no good reason why these should be considered as in any way entitled to a special discount. They are all in business more or less for what there is in it; they pay regular rates for all their supplies, their rent, their taxes, and so forth, and why the printer should donate a discount to their funds is beyond comprehension.

Hence a good rule for all printers who know their costs of production and who have backbone to add a profit over cost, is to add 25 per cent. to costs on all work, then allow the churches and charities 10 per cent., and make all other bills, including those for fraternal bodies, strictly net. Both city and country printers have too long been the loser in the boosting of religious, charitable and fraternal work.—*Ben Franklin Monthly.*

GAGE FOR TESTING HEIGHT OF CUTS

WHEN the type-height gage is mislaid, or if the office does not possess one, a composing-stick makes a good substitute. Choose a brass stick with worn edges, so as not to scratch the cut. Set the measure type-height by laying a letter on its side with head to the slide, and there you are. It is obvious that the "gage" will go on the cut only about half an inch, but that is generally ample.

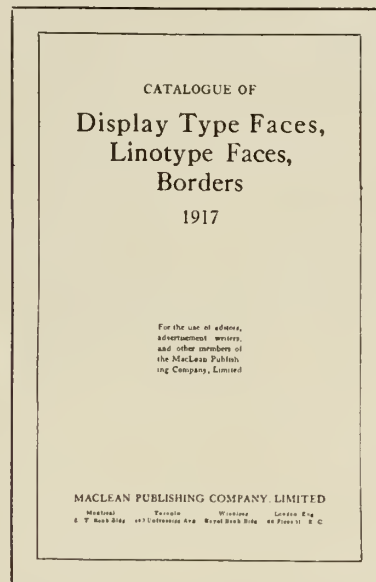
The stick often makes a useful gage for the machine-room instead of calipers. It can be used, for instance, on the end of a shaft, the rounded edges of which make it impossible to measure accurately with a rule. Set the stick tightly on the end of the shaft, then take off and measure across from slide to the head of the stick.—*The British Printer.*

WHEN TO DOUBLE UP FORMS

WHAT printer is there who has not been puzzled to decide whether or not it was more economical to run a job singly or make electrotypes and run it two or more on? There can be no hard-and-fast rule governing the case because so many things enter into the problem. The paper may cut to waste if the forms are doubled up, and the extra make-ready on forms run two or more on must always be considered. The available presses for hand-

ling the job must also be taken into consideration, and their hour cost. A good general rule to remember is that it is not often economical to double up a platen-press form of five thousand impressions or less. On runs of over five thousand it is often cheaper to make electrotypes. Doubling up a job that would run single on a platen press frequently means that it must be run on a cylinder, however; and six or eight thousand impressions on the platen usually cost less than three thousand or four thousand cylinder impressions.

If there is any doubt as to the way in which a form should be run, the only safe way is to estimate the cost of running single, double or with several electrotypes and then compare the cost under each of the conditions.—*B. M. Harris.*



Cover of a catalogue of Display and Linotype faces, and borders by the MacLean Publishing Co., Toronto. Also specimen page.

TYPE CATALOGUE

The MacLean Publishing Co., Toronto, has issued for the use of its editors, advertisement writers and others of its staff, a catalogue of display type faces, linotype faces and borders. This is an idea which all large offices should, and which many do, follow.

ROUGHING OR PEBBLING STOCK

THE costs for roughing or pebbling stock may be tabulated as follows, always remembering that no stock heavier than 25 x 38—130 enamel can be treated to the pebbling process with satisfactory results. The usual maximum size is 22 x 32; larger sizes increase the rates considerably. The prices are for 500 or less, 1,000 or less, and additional thousands; also for quantities, 5,000 and 10,000:

	10x15	14x22	19x24	22x32
	or less	or less	or less	or less
500 or less	\$ 2.25	\$ 2.75	\$ 3.00	\$ 3.75
1,000 or less	3.50	4.25	4.75	6.00
1,000 additional	2.25	2.75	3.00	4.00
5,000	12.25	15.00	16.50	21.00
10,000	23.50	29.00	32.00	40.00

Example—4,000 sheets, 18 x 23, would be \$1.75, plus three times \$3, or a total of \$13.75.

THE IMPRINTING OF AGENTS' NAMES

THIS work is usually done altogether too low in most plants, especially in small plants, and this table is printed in order to encourage printers to get a fair price for this class of

work. In the first place no job should ever be put upon a press for less than \$1; and platen presswork should never be sold at less than \$1 an hour—the average cost is about 86 cents an hour. This scale is for three-line imprints:

500 cards, books, pamphlets, at least	\$1.00
1,000 cards, books, pamphlets, at least	1.25
1,500 cards, books, pamphlets, at least	1.75
2,000 cards, books, pamphlets, at least	2.00
2,500 cards, books, pamphlets, at least	2.50
3,000 cards, books, pamphlets, at least	2.75
3,500 cards, books, pamphlets, at least	3.25
4,000 cards, books, pamphlets, at least	3.50
5,000 cards, books, pamphlets, at least	4.50
7,500 cards, books, pamphlets, at least	5.75
10,000 cards, books, pamphlets, at least	8.00

Over 5,000, charge \$4.50 for the 5,000 and 70 cents for each additional thousand. Over 10,000 charge \$8 for the 10,000 and 65 cents for each additional thousand. For more than three lines, charge 5 cents a line. These prices are only for lots of ten or more im-

CATALOGUE OF TYPE FACES

Type Faces Available for Ad. Composition

TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of advertisements, and for the setting of type in the office.
 8 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 10 pt. Caslon Old Style
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 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 864 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 870 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 876 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 882 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 888 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 894 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 900 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 906 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 912 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 918 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 924 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 930 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 936 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 942 pt. Caslon Old Style
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 948 pt. Caslon Old Style
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 954 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 960 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 966 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 972 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 978 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 984 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 990 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 996 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.
 1000 pt. Caslon Old Style
 TYPE FACES useful for hand-lettering and designs, and as generally used for display in the setting of type in the office.

prints. Add 5 cents a thousand extra for colored ink.

IMITATION TYPEWRITTEN LETTERS

HERE'S a table used continuously by a firm having on an average four jobs a week of this character. It is possible that firms making a specialty of form letters would have a lower scale; on the other hand printers having but an occasional job of this kind must needs add somewhat hereto.

The following selling prices are for imitation typewritten letters per page of twenty lines or less, stock furnished by customer:

500 or less	\$ 2.75
1,000	3.75
2,000	5.75
2,500	6.75
3,000	7.50
4,000	9.25
5,000 when run singly	11.00
10,000 when run singly	20.00
Subsequent thousands, per thousand	1.50
Subsequent thousands, above 25,000	1.25
Over twenty lines, add 6 cents per line.	

Filling in names and address (not more than three lines), \$3.50 per thousand.

For printing a signature, charge \$2 for the first thousand and \$1 for each additional thousand. Fac-simile signatures may be had from 75 cents to \$1.25 each.

The St. Catharines *Evening Journal* produced a Spring Fashion Number. Much additional advertising was carried.

JOHN G. READMAN OF AYR

JOHN G. READMAN of Ayr, Ontario, is a printer with a hobby and convictions. One of his desires is to see the present method of reading printed matter altered—this in order to economize eye-effort. As printed matter is read now, the sight must jump from the right-hand end of line, back to the left-hand end of the following line, and if the measure of the text is exceptionally wide, difficulty is frequently experienced in ascertaining just what is the right line to start on, when the eye has traveled to the left to take up the next line.

Mr. Readman's idea is that the sight should drop, when the reading of a line is completed, to the right-hand end of the line below, and read this line leftwards; then drop to the left-hand end of the next line below, and read rightwards, and so on. Also, in the case of contiguous parallel columns, to begin at the foot of the column and read upwards, in the same continuous way.

* * *

PRINTER AND PUBLISHER is not at all sanguine that the new method as advocated by Mr. Readman will ever become the custom, but appreciates the novelty of the proposal and the efforts of Mr. Readman to advance his views. The backward-reading type is purchasable from type-founders. This particular class of type is used for offset printing. In itself it is something of a novelty. Failing the possession of such type, Mr. Readman suggests that the line be set in the ordinary way, and inverted.

THE PRINTER'S TEN COMMANDMENTS

I. ENDEAVOR through simple methods to do effective work.

II. You are privileged to let yourself be influenced by excellent specimens of printing, but do not slavishly copy them.

III. For each job use only superior material and aim to make the product as plain as possible.

IV. Be original. Each piece of work issuing from your office should carry the stamp of your personality.

V. Rush no job unduly. Good work always requires time.

VI. Do not get discouraged at mistakes and failures, but look at them as paid tuition fees. Only he attains his goal who constantly learns.

VII. In all your productions pay special attention to quality.

VIII. Endeavor under all circumstances to satisfy your customers.

IX. Keep step with progress, but do not let it tyrannize you, and, above all, do not become a slave of the day's tendencies or fashions.

X. Promise no more than you can perform.

WHAT IS A LINO OPERATOR?

THE *London Globe* reports that at the Alder-shot tribunal, where the reasons for exemption from military service are considered, the chairman inquired: "What is a linotype operator?"

A member of the tribunal and a camp furnisher, more familiar with floor coverings than with Mergenthaler's great invention, answered, with confidence, "One who lays lino on the floor."

FIFTY YEARS A PRINTER

FIFTY years in one place, and never missing a week's pay, is the unique experience of Angus M. Munro, of the *British-Canadian* office at Simcoe, Ontario.

Mr. Munro was born in the Township of Charlotteville, Norfolk County, but has lived practically all his life in Simcoe. He entered the *Canadian* office, then conducted by William Wallace, afterwards



ANGUS M. MUNRO

For 50 years with the *British Canadian*, Simcoe, Ont., as printer. Mr. Munro is still at work and has never missed a day's pay. Surely this is a unique record.

M.P. for South Norfolk, on the 21st of February, 1867. After the death of Mr. Wallace the business was taken over by his son William Y., who still conducts it. So in the fifty years Mr. Munro has had but two employers, each of the same name.

He learned everything that could be learned in a country printing office and is an all-round printer. For the greater part of the time he has looked after the job-printing end of the business. In the early days they had but one press—a Washington, and everything was printed on it, the old advertisements reading "everything from a calling card to a sheet poster." Afterwards he had charge of the first jobber brought to the town—a Universal press; and also of the first power press in Simcoe—a country Cottrell, which is still doing good work.

Mr. Munro is still at the office every day.

Mr. Munro has not only been a valued employee of the *Canadian* office all these years, but he has had time to devote to other activities as well. In his younger days he was a ball player, being the catcher of the Simcoe baseball team, and he was also connected with the local Fire Brigade. For upwards of a quarter of a century he has been the financial secretary of Court Simcoe, of the I.O.F.. For some years he was one of the Board of Managers of St. Paul's Presbyterian Church. For about twenty years he has been on the Cemetery Board and for twelve years on the Board of Education, he being its chairman now. It is Mr. Munro's rather proud boast that in all this time he has not missed a meeting of

either of these Boards, nor been late to a meeting.

So it will be seen that Mr. Munro has been a useful and esteemed citizen of his home town, and a man of whom the members of the art preservative may be proud.

LINOTYPE USED FOR RAISING WAR FUNDS

A NOVEL means of raising money in aid of war funds was resorted to in Perth, Western Australia, recently, when a linotype machine was lifted, "lock, stock and barrel," from the office of the *Sunday Times* and placed outside on the footpath in Hay street, the main thoroughfare of the city. An operator was at the machine all day setting names at sixpence a line, and the innovation proved so attractive to the townsfolk that hundreds seized the opportunity to assist the war funds and, at the same time, to get their names cast in metal, and by nightfall a substantial sum was raised for the good cause.

This is the first time in Western Australia (and probably the first time in the Commonwealth) that a linotype machine has been brought from a newspaper office and set to work in the street, but whatever labor was entailed in carrying out the attraction was amply recompensed by the splendid response made by the ever-liberal public, many of whom for the first time in their lives obtained a view of the ingenious piece of machinery that has revolutionized newspaper production in that particular department in which it is employed.—*Ex.*

THE MILK OF HUMAN KINDNESS

IT is generally considered by printers and binders that they hold the palm for the number and variety of helpful and gratuitous services rendered their customers, and when they are accorded the same treatment they are willing to give due credit to all concerned; all of which pertains to a little transaction between a prominent Cincinnati printing establishment and Mr. M. W. Bechtel, of the American Folding Machine Company, Warren, Ohio.

Briefly the facts are that the printing concern took on a big rush job; owing to some unforeseen delays, it was seen that their folder equipment could not get the work out for the promised delivery and Mr. Bechtel was asked what his terms would be for the loan of a high-speed machine.

The answer, while unexpected, was characteristic—

Mr. Bechtel had a machine crated up and shipped by express prepaid "because freight is uncertain nowadays." He then advised the Cincinnati house that the machine was on its way and that "financial matters could be arranged to the satisfaction of both parties after the big job was out of the way"—for the time being he was satisfied with the idea of being of service to an old customer.

This is the same fraternal spirit which prompts a printer to place his plant at the disposal of a fire-stricken competitor.

Mr. Bechtel shows signs of qualifying for admission to the inner ranks of the fraternity.

WELCOME COMMENT

PRINTER AND PUBLISHER continues interesting and inspiring. Last month's (February) lay-out article was particularly interesting to us, as our office is 26 x 100, and is laid out very much as you designed for your inquirer.—W. E. Smallfield, the *Renfrew Mercury*.

Feb. 23, 1917.

The Fight Between Toronto Dailies and A.C.A.

Interest in this Fight Has Widened—A Fuller Presentation of "Printer and Publisher's" Views and Attitude — Correspondence from Publishers in Other Cities

THE article in last month's *PRINTER AND PUBLISHER*, entitled "Toronto Publishers and the A.C.A. War—to a Finish," has provoked not a little discussion and correspondence, not all of it in complete agreement. One correspondent writes as follows:—

In certain quarters where I have discussed the matter, the attitude of *PRINTER AND PUBLISHER* was looked upon with a great deal of satisfaction. The attitude of others is indicated by these two typical letters:

The matter is purely a local controversy.

We have been interested in your presentation of the controversy between advertisers and certain Toronto publishers, as outlined in your article in the March issue, headed, "Toronto Publishers at War with A.C.A." We have been following the progress of this discussion closely, but do not care to present our views for publication.

The reluctance of outside publishers to "butt in," to use one correspondent's expression, on a matter that does not come very close to them (according to their perceptions) is quite understandable. At the same time it is very true that publishers everywhere in Canada are watching the fight between the Toronto publishers and advertisers as represented by the Association of Canadian Advertisers with keenest interest. Nay, more than this: interest in this conflict of wills and views has crossed the border line into the United States, and members of the Association of National Advertisers of the United States, many of whom are buyers of space in Canadian media, are informed of the struggle; so, also, are the leading advertising agencies of the United States; and Canadian publishers may be very sure that the ripples of this, to some, purely local matter, will extend to their own publications — this as far east as Sydney, and as far west as Victoria. So the fight has national and international interest and effect.

PRINTER AND PUBLISHER declared its attitude to be in sympathy with the Association of Canadian Advertisers in the matter of its fight with the four Toronto publishers, and said that, in taking this attitude, it knew it had the company of many publishers.

Its conviction is that the four Toronto publishers who have been in alliance for years to refuse the customary agency commission on the business of national advertisers located in Toronto and its environs, and who are not retailers of their own merchandise, cannot soundly be defended.

A TORONTO DAILY MAN WRITES

From one correspondent—a representative of one of the Big Four Toronto dailies—comes a letter that is supposed to put the editor of *PRINTER AND PUBLISHER* in an awkward position—to give him trouble to answer fairly and squarely, without damaging explanations, accusing while excusing.

PRINTER AND PUBLISHER's correspondent writes as follows:

A Mind-Baffling Ruling.

Commission will be allowed to recognize advertising agencies on advertising for a concern whose head office for Canada or the only office where the business may be conducted for with some person having authority to close contracts or the office from which payment is made is not within the City of Toronto or ten miles therefrom, except when such advertiser sells his product direct to the public through branch stores or agencies owned and operated by him in Toronto.

Is it any wonder after comparing above rulings that readers of the March issue of *PRINTER AND PUBLISHER* rubbed their eyes in wonderment when they read the article entitled "Toronto Publishers and A.C.A. War—to a Finish," which concludes with the declaration that *PRINTER AND PUBLISHER*—a paper subject to "The MacLean Ruling"—"is on the side of the A.C.A."

It is indeed puzzling to your readers to know how to harmonize these conflicting pronouncements. Are we to assume that the promulgation of the above rulings gives more rights in one case than in the other when the only difference is one of the area of application?

Surely *PRINTER AND PUBLISHER* would not point the finger of scorn at Toronto publishers simply because they have been putting into practice a ruling which has governed the solicitation of advertising for the MacLean Publishing Company for upwards of a quarter of a century. The stand taken by the MacLean Co. on this question of commissions to agencies is too well known to be overlooked at this juncture.

Far be it from me to even suggest the possibility that a little thing like a desire to cultivate favor in certain quarters would be permitted to sway your editorial judgment and viewpoint. It is preferable to believe that the editor is either out of contact with, or else is opposed to, the practices so long in vogue in the business office of the MacLean Publishing Company.

The class of medium does not change the issue because the question of payment of commissions to agencies is fundamentally based on the inherent rights of an employer to dictate both the conditions and the remuneration of the employee.

When the MacLean Publishing Company—of which *PRINTER AND PUBLISHER* is the spokesman—claims the right to dictate what commissions it will pay the agencies—nothing on Canadian business, 10% on foreign—and even goes further in claiming the right to pay commissions on certain classes of business and on certain papers, but not on others, surely its action in this respect is in full support of the practice of the Toronto newspapers in claiming the same right to dictate the commission it will pay and which practice your article severely condemns.

Surely there is no argument as to whom the advertising agencies represent. As the "Official Representatives" of the Canadian Press Association they have admitted the pub-

The MacLean Ruling.

On all trade and technical papers, a discount of 10% is allowed to recognized advertising agencies on new business from any territory outside Canada. No discount is allowed to advertising agencies on Canadian business. Any firm with branch plant in Canada is considered a Canadian firm. No cash discount is allowed.

lisher as their employer, and as such must grant to the publisher the inherent right of the employer to dictate the terms and place of employment.

AD-VISOR.

To this letter, the editor of *PRINTER AND PUBLISHER* makes the following reply:

PRINTER AND PUBLISHER'S REPLY

Your letter offered for publication in this issue of *PRINTER AND PUBLISHER* has been received. May I say that it does not appear to me to be the letter I want from one so intimately connected as you are with the Toronto newspapers at war with the A.C.A. The letter I want is one that will meet our contentions head on and dead on; that does not side step; that does not turn picturesque somersaults on the side lines for the diversion of onlookers, and for the distraction of their attention from the main issue. This fight is not one of just words or quibbles or practices. Fundamentally it is one of *principles and right*.

You make several errors of fact, one of which is that *PRINTER AND PUBLISHER* is the spokesman of the MacLean Publishing Company. *PRINTER AND PUBLISHER*, if it is the spokesman of any interests, is the spokesman of publishers generally, though not their officially designated spokesman.

In the article, "Toronto Publishers and the A.C.A. at War," *PRINTER AND PUBLISHER* has taken the position it has because it believes this position the right one from the viewpoint of publishers generally. The mission of *PRINTER AND PUBLISHER* is to promote the best and truest and most permanent interests of publishers. It does not ally itself to the agencies or to advertisers as against publishers—it is not their spokesman. At the same time, *PRINTER AND PUBLISHER* may legitimately hold the views, on occasion, of advertisers and agencies—this when it believes that these views are sound and on the side of the interests of publishers, even when all publishers may not see this, and when some may be in opposition.

Your letter, if it be effectively answered, compels a somewhat extended reference to the MacLean Publishing Company, and the justification for dealing with your letter at all in *PRINTER AND PUBLISHER* is that in dealing with the practice of the MacLean Publishing Company, with which you are very familiar through past association with it, opportunity is afforded to ascertain and define *principles underlying practice*.

With this preamble will you let me now say as follows:

PUBLISHERS AND AGENCY COMMISSION

PRINTER AND PUBLISHER freely concedes that it is the right of individual publishers, or publishers in association, to determine their relations to agencies; they are free to allow commission or to refuse it, and to determine the amount of the commission if and when commission is allowed.

But when the publishers' position has

been defined, and when their rules and terms have been established and declared, these must be operative broadly and of general application, and the publishers must be ready to justify their reasonableness. There cannot be revisions to suit special cases and special times, and there cannot be two sets of rules in operation at one and the same time in the same general field.

AGENCIES EXIST TO PROMOTE NATIONAL ADVERTISING

If it be granted by a publisher, or by publishers in collective alliance, that the development and handling of national advertising is the peculiar and essential work of advertising agencies; and that for the creation and development and handling of this class of advertising, agencies should be conceded a commission as remuneration for their work; and if, in addition to granting this, as a working principle, publishers set their rates and commission payable in accordance with this understanding and principle; then all such advertising created, developed and handled by agencies should be commission-earning business. I hold it to be a reprehensible thing for single publishers, or a group of publishers, subscribing to the foregoing as a working principle, to alter arbitrarily the common and accepted procedure, in relation to certain local territories and certain classes of advertising—this for individual or group advantage.

THE MACLEAN PUBLISHING COMPANY AND AGENCY COMMISSION

You speak about The MacLean Publishing Company's ruling.

For one thing it is comprehensible in a single reading. Also, when commission is allowed it is only on ex-Canada advertising.

Just here it may be said that the MacLean Publishing Company made the 10% agency allowance on ex-Canada advertising because it had no adequate facilities for the solicitation of business in the United States; and in this practice it conformed to the principle governing the allowance of agency commission as defined in the succeeding paragraphs.

Advertising in trade and class publications differs from advertising in mediums of general circulation in this regard: This class of advertising, for its creation, development and maintenance, depends almost entirely on the publishers themselves. In this respect, it can be compared to local retail advertising—a class of advertising which agencies, as a rule, concede does not belong to them, and which they spend little or no time in going after; which, speaking generally, they do not desire, and on which they do not ask or expect commission.

The trade and technical papers of the MacLean Publishing Company handle probably 1500 accounts, not five per cent. of which were developed or originated by advertising agencies. As a matter of fact, trade and technical papers originate accounts which advertising agencies delight in developing into national advertising.

The MacLean publications, *MacLean's Magazine* and the *Farmer's Magazine*, carry national advertising—the class of advertising handled, created and promot-

ed by advertising agencies. No agency commission is allowed by these two publications—this consistently with practices generally obtaining in the magazine field.

The controversy as it has developed between the Toronto publishers and the A.C.A. (not the Agencies, mark you) is over national advertising, as this is commonly understood. Your letter, therefore, in relation to those parts of it concerned with the nature or class of the advertising and media involved, requires re-writing to make it more accurate and definitive.

You cite the case of The MacLean Publishing Company. I presume you know that this company maintains faithfully, and has maintained for upwards of a quarter of a century, to use your own words, its attitude towards agencies in relation to its trade and class papers, which carry a kind of advertising not very interesting to advertising agencies, and which many of them frankly admit is not the kind or field of advertising occupying their time and energies, and on which they do not depend for their livelihood. You are ready to admit that The MacLean Publishing Company has a thoroughly well understood and consistently maintained attitude towards agencies in regard to the particular class of advertising appearing in its trade and technical papers. The position taken by The MacLean Publishing Company has the official support of the Associated Business Papers comprising nearly all the leading trade and technical papers in America, which means that The MacLean Publishing Company cannot be charged with inconsistency, either in regard to its originally announced and ever since maintained position, or in regard to common practice.

TORONTO PUBLISHERS NOT BACKED UP

Now contrast this established, declared, maintained, recognized and accepted position of The MacLean Publishing Company and the position of the Toronto publishers, whose attitude and position in regard to national advertising having its origin in Toronto, are at variance with the charter rights of advertising agencies, with the practices of some of the Big Four group themselves for many years, with the practices of other publishers in Toronto and elsewhere in Canada, and with the practice of publishers in the big cities of the United States. That is, the Toronto publishers cannot support their position by an appeal to established general practice.

ADVERTISING RATES INCLUDE AGENCY COMMISSION

There is a phase of the matter not to be forgotten. Advertising rates for general advertising—advertising commonly called national—are devised to include the agent's commission. This commission is figured into the rate, and is reality paid by the advertiser. When the national advertiser places his business direct, the publisher gets an advantage which common practice permits him to have.

Now notice how it works out when the Toronto publishers refuse commission on national advertising originating in Toronto. In effect they say to the advertiser placing his business through an agency:

You are paying us a rate which includes a penalty rate—a rate which we have figured into our scheduled rates in anticipation of your placing your business through an agency; but, by Heck, we've got you where the hair is short and we refuse to allow your agent the commission we added in on his account. Settle the matter with your agent in any way you like. That's your business.

So the advertiser must go to the agent, and explain matters, saying: Well, Old Top, you'll have to handle this Toronto advertising without remuneration, so far as we are concerned, for we are not going to pay you a charge on top of the newspaper rates which already include a charge against us for your service.

Or the advertiser may say: I'm up against it, Old Man. I can't see you working for nothing, so I'll submit to a surcharge of 15 per cent. or whatever you mean to charge me, for your services; but, by the Jumping Jupiter, it's rough stuff those Toronto publishers have handed out to me.

THE FARICAL EXCUSE OF THE TORONTO PUBLISHERS

The farical thing about it all is that the Toronto publishers declare, seeking about for some sort of excuse that may hide the real reason for their action, that they develop and solicit, at heavy expense, this national advertising originating in Toronto. But a little tour of the national advertisers located in Toronto, and a little interrogation of the representatives of the four Toronto papers, elicits the information that the canvassing of this national advertising in the offices of the advertisers is indifferent as to both amount and efficiency.

Add to this this circumstance: Again and again do solicitors representing the Big Four group of Toronto dailies discover in their rounds some man who is a potential and probable national advertiser, needing the special services of an advertising agency, and a kind and amount of service which the newspaper representative cannot offer or provide, either in himself, or as speaking for his newspaper. So in order to get this prospect born—taken out of the possible and probable class, this representative advises agency service, perhaps actually recommends a particular agency, and perhaps "tips off" some agency to go and see So-and-So.

SOME QUESTIONS FOR AD-VISOR

Let me ask you some other questions, Ad-Visor.

Who are most diligent and successful in the creation, development and maintenance of advertising of the national kind:—The representatives of Toronto dailies, or the agency men in Toronto?

Who was chiefly responsible for the advertising done last year in Toronto and elsewhere by the Citizen's Committee of One Hundred?

Who conceived and developed the advertising done for Monarch Flour in the Toronto papers last year?

Who conceived the current Ontario Government advertising, and brought it out of the realms of Dreams and Desires into the realm of Actuality?

Who developed the newspaper advertising of the Imperial Life Assurance Company, and of the Canada Life Assurance Company?

How often do you or any other representative of a Toronto daily call on The E. W. Gillett Company?

And the Steel and Radiation campaign of last year—how much did local newspaper representatives contribute to the initiation and maintenance of this campaign?

Does any Toronto daily newspaper or its representative feel that it contributes a single ounce of influence or suggestion in connection with the advertising of Lever Bros.?

There are manufacturers in Toronto, potential national advertisers, whose offices are rarely visited by a representative of a Toronto daily, because it is freely admitted that their development into national advertisers is the peculiar work of the agencies with their capacity and organization for devising and caring for complete advertising programmes.

A CHALLENGE TO AD-VISOR

I would like to issue this challenge to you, Ad-Visor: I'll provide the names of 100 firms in Toronto on whom the agencies are now working, to make them national advertisers, and probable users of Toronto daily newspapers, that are seldom or never called on by representatives of daily newspapers. My challenge is: That the list I'll produce you are to match with an equal list of firms, potential national advertisers, whom the Big Four group are working hopefully and helpfully on, and with greater effect than are the agencies.

My point is: It is fiction, a pipe dream, a vapor of the imagination, and not to be taken too seriously, when Toronto daily newspaper publishers say that they "cover the local field thoroughly"—this in relation to national advertisers and advertising.

Far be it from me to even suggest the possibility that a little thing like a desire to cultivate favor in certain quarters would be permitted to sway your judgment and viewpoint. It is preferable to believe that your advocacy of the cause of the Toronto publishers has been undertaken honestly enough, and that you really believe that you are improving their case by your championship of their cause—even though you have brought upon yourself new troubles of advocacy and demonstration of the rightness of their case. If the case of the Toronto publishers is capable of a better statement and presentation than your letter provides, is it not fair to them and incumbent on you, to write a new letter, one that will have precision and finality of utterance in it, and one that will state in the clearest way the underlying principle governing the act and policy and decision of the four Toronto publishers who refuse to grant agency commission on the business of national advertisers located in the Toronto field.—THE EDITOR.

EXPERIMENTING WITH OTHER FORMS OF ADVERTISING

These A.C.A. members are, some of them, omitting the Big Four group of newspapers from their schedules. They are using the Toronto News, the Toronto World, and some other mediums—some of them, that is; and some are using the street cars a little. Some are planning the larger use of house organs and of direct advertising and posters. In various ways they are endeavoring to

"cover" Toronto without Toronto's strongest dailies.

Suppose that some of them decide that a city of half-a-million people can be covered independently of its strongest dailies, and this at no great sacrifice of results. Suppose that it be concluded that desired results can be attained by direct or semi-direct methods at no greater, perhaps at a less, cost than when the chief dailies were used; then some advertisers may fancy after a time that results were better, and so considerable money might be lost to daily newspapers. Then faith in and use of newspapers generally may lessen; and so may the work of years of educative persuasion and solicitation by newspapers be partially undone.

HOW THE TORONTO FIGHT AFFECTS PUBLISHERS ELSEWHERE

It is this aspect of the case that must concern the publishers of daily newspapers in other cities—in Hamilton, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver; in Ottawa, Montreal, Quebec, St. John, Halifax, and all lesser cities. It is partly because the interests of publishers everywhere are involved and menaced by the attitude and action of the Toronto Big Four group that PRINTER AND PUBLISHER is giving space, time and thought to this apparently local and isolated incident—the fight between the Toronto publishers and the A.C.A. But apart from its purpose to serve its publisher readers in all parts of Canada in the matter of this conflict of wills and rights, PRINTER AND PUBLISHER is not in accord with the views and taken position of the Toronto publishers.

In this connection PRINTER AND PUBLISHER has to say that it sought the opinions of publishers in other Canadian cities on this matter of the issue that has arisen between space-buyers as represented by the A.C.A. and the Toronto publishers concerned. Two of the replies that have been received follow this amplified statement of PRINTER AND PUBLISHER's own views and position.

THE RIGHT OF THE ADVERTISING AGENCIES

THE four Toronto newspapers engaged in a dispute with the A.C.A. on the subject of commission on local general advertising, possibly regard the scrap as a private affair and would resent any observations by an outsider as a gratuitous butting into their business. But it does not require more than a superficial study of the question to see that publishers generally throughout the Dominion have a very live interest in this matter.

The only machinery to-day in the Dominion, not only for the creation of new general or national advertising accounts, but for the preservation of existing accounts, is the Advertising Agencies. Any action, therefore, which tends to discourage or limit the activities of the Agencies in producing business for the newspapers must be prejudicial to daily newspaper interests generally in Canada. If the Agencies, by the action of any group of newspapers, are deprived of earnings to which they are rightfully entitled, the Agencies' capacity to extend service to the newspapers of Canada is not enhanced, but impaired. It would appear, therefore, that when we have reached a satisfying answer to the question, "Are

the Agencies entitled to the commission they are claiming?" we will be in a position to intelligently pass judgment on the merits of the dispute.

If the Agencies cannot establish their right to the commission, the A.C.A. has no ground for quarrel with the Toronto newspapers. If, on the other hand, the Agencies can show that they are entitled to the commission, then the group of Toronto papers are demanding that the Agencies perform a service for them for which they are not prepared to pay.

The claim of the Agencies to commission on the business in question is founded on the fact that general practice amongst newspapers in Canada and the United States recognizes the right of the Agencies to commission on business of this character. The refusal of the Toronto group of newspapers to pay the commission, so far as can be learned, is based on the ground that the Toronto newspapers would be paying the Agencies for work which the local advertising canvassing staff of the papers are paid to do; that the newspapers would, in short, be paying twice for the same service.

An enquiry among the newspapers of Canada and the United States as to the practice in vogue in his regard would, it is safe to say, support the position taken by the Advertising Agencies. Will the position taken by the publishers, when subjected to analysis, prove equally sound? Let us see.

The functions of an Advertising Agency are clearly defined. To cite a few of them: the Agency handles the advertising appropriations of general advertisers—in many cases it is responsible for the creation of the business, undertakes the preparation of copy, arranges schedules, and makes and supplies cuts, checks the insertions, verifies accounts of the newspapers, pays the bills, and for this and other services it is recognized among newspapers that the Agency is entitled to a commission. No individual newspaper possesses the equipment or facilities to handle general accounts, and if a general account originating in Toronto should be offered to a Toronto newspaper, the newspaper would have to confess its inability to take care of it.

The functions of the local advertising canvassers of a newspaper are just as clearly defined as the functions of an Advertising Agency. Their activities are directed to secure local business as distinguished from general advertising. No local canvasser would waste time on an effort to develop a general account; he knows that even if he did secure it his paper could not handle the business, and furthermore, he is aware that even if he did create the business and his paper could handle it, in all likelihood the copy would go into the columns of his contemporaries, and local advertising solicitors do not make a practice of working for their rivals. The refusal, therefore, on the part of the Toronto newspapers to extend the commission privilege to the Agencies on the ground that they would be paying the Agencies for work performed by their own local staff of solicitors, will not bear investigation.

If the denial of the Big Four group of Toronto papers to recognize the right of the Advertising Agencies to commission on this particular class of business is really founded on no higher ground than

a desire to save the commission for their own coffers, they ought to honestly confess it. We would commend to the high-minded publishers of the goodly City of Toronto the biblical admonition: "Thou shalt not muzzle the ox which treadeth out the corn."

OUTSIDE PUBLISHER.

A SELFISH AND UNTENABLE POSITION

IT WOULD be presumptuous on my part to meddle in the affairs of the Toronto publishers in their differences with the Agencies. The affairs of the Publishers and Agencies in Toronto respecting what classes of advertising they should and should not pay commission upon is a local question. Outside interference would be of little use and perhaps impertinent.

Personally, I am of the opinion that the publishers would find it profitable to allow commission on national accounts originating in Toronto. The agency well earns and deserves reward for the development of national accounts. Not a single newspaper in Toronto would hesitate for a moment to allow commission to an agency securing advertising accounts for it from Montreal, Winnipeg or Hamilton. Toronto newspapers would hurry solicitors after such outside business to secure it from Agencies having control of such appropriations, and gladly pay the usual com-

mission. Were the Agencies endeavoring to corral retail business commission should be refused. Each newspaper has paid soliciting forces engaged to secure the retail accounts. An agency commission on retail advertising would be an unwarrantable tax. On the other hand, newspaper solicitors have not in the past been able to appeal to the imagination of the manufacturer with sufficient force to develop permanent and satisfactory results in the national field. Isolated cases may be cited where a Toronto newspaper solicitor has rendered service of value to a national client. Such cases are rare.

If these facts are true, why then should the Toronto publishers take such a selfish and untenable stand as to refuse commission to Agencies simply because the advertisers happen to reside in Toronto? Some agents, of course, do not care what form of publicity an advertiser selects so long as he has the appropriation in hand. His commission amounts to as much one way as the other. Where agents suggest to advertisers the exclusive use of newspapers, for the most permanent and satisfactory results, and do so conscientiously, in preference to electric signs, premiums, outdoor display, etc. (all of which have some value), then I think it is only fair to such conscientious servants to reward them for all work performed whether it originates in Toronto or Timbuctoo.—R.

their views, platforms and appeals to the electorate. But why should not such advertising be done now—months or even years in advance of elections? Public opinion requiring to be informed, influenced, swayed, directed and made expressive, requires faithful and prolonged education, and such education should not be left to the last weeks or hours of a campaign.

In the certainty that political advertising will be done, there is profit in the publishers of Canada doing something *now*, in an organized and calculated way, to have this prospective advertising begin soon.

PRINTER AND PUBLISHER seeks to "sell" this idea to publishers—for their advantage; and suggests that at the forthcoming annual meeting of the C.P.A., something should be done to bring into being a section or committee of the Association whose duties will be the development of new advertising and the informing of advertisers in directions and by means likely to result in more advertising by more advertisers. This sort of propaganda work will be undertaken by Canadian publishers some day, and the postponement of this day will be lengthened or shortened according as publishers themselves will.

The first thing necessary is a perception of the need; the next an organized and collective effort to bring about the desired ends. In the meantime PRINTER AND PUBLISHER declares and emphasizes the need, hoping that in so doing it is contributing something of value to the taking of the first step towards a coming day.

THE EDUCATION OF ADVERTISERS

Letter to The Editor

I HAVE been much interested in reading the article in your March number, entitled "The Education of Advertiser."

I sincerely hope you have started something as you suggest. If there is anything, to my mind, that is needed in the publishing field, it is just such a movement—an organized attempt by the Press Association or groups of papers as you suggest to carry on an educational propaganda to put their case properly before prospective advertisers.

I believe that most publishers take the merits of their publications as advertising media too much for granted and overlook the fact that other means of advertising are far more persistently and systematically placed before manufacturers as a whole than are the daily and weekly newspapers and other classes of publications.

Nor do these other means of publicity lack coherence or co-operation with their soliciting agents, as does the Press very largely at the present time.

Advertising agencies like ourselves, devoting, as we do, the whole of our time and effort towards developing general advertising for publishers, often feel that the papers fail to recognize the very real bond of community of interest between us, and too often are we led to believe that co-operation and mutual selfhelp is an ideal far removed from our present relationship.

W. B. SOMERSET,

Managing Director,

A. MCKIM LIMITED.

Montreal, March 19, 1917.

Propaganda Work by Canadian Publishers

German Foresight—Growth of Objective Advertising by Governments, Interests, Corporations, Etc.—Much Canadian Political Advertising in Sight—Need for Immediate Development Work by Canadian Publishers

EDWARD ZAMACOIS, a Spanish novelist, says that the Germans conducted in Spain, through the public press, an extensive and well-devised propaganda to influence Spanish public opinion in their favor. He says that the campaign involved the purchase of newspapers and magazines, and that it has achieved its objects most successfully. He says further that the Entente Allies, confident in the rightness of their cause, omitted any such campaign in Spain, with consequent serious losses, the issues of which may be disastrous.

In the United States Germany carried on a similar campaign; with beneficial results to the Hun cause.

THE GROWTH OF THE NEW TYPE OF ADVERTISING

The point is that nations, governments, corporations, institutions, organizations, interests and causes are purposefully employing the public press, very commonly in the form of paid-for displayed advertising, to achieve their objectives; and the practice is increasing.

In Canada, we are familiar with advertising of the new type to inform, direct, and make expressive public opinion—by governments, railway companies, charities, institutions, and political parties. Yet the employment of advertising of this type is not general enough; and one reason why it is not more largely used is because publishers are not carrying on, in any organized way, any pro-

paganda to enlarge this type of advertising.

THE C.P.A. AND THE NEW TYPE OF ADVERTISING

It is true that the Canadian Press Association is doing some fine development work, but this is not an education propaganda, and the C.P.A., in a spirit of selfishness, born of some individual successes, is standing broadly in the way of larger efforts to promote advertising of the class in question—this by interfering with the advertising agencies in their will and ability to promote advertising of this nature.

Whatever the C.P.A. can and should do in the matter of the development of new advertising and of new fields of advertising—and it can and should do much—it should most certainly not check the energies and will of its official representatives, the advertising agencies, in development work. Yet this is just what it does when it declares that certain classes of advertising shall not be subject to the customary agency commission; and when it recommends advertisers to place their advertising direct, and to make this practice their permanent policy.

POLITICAL ADVERTISING IN SIGHT

A general election in Canada, and a provincial election in Ontario, are not far off: they are near enough to be seen, and, in measure, prepared for. Both political parties will almost certainly employ displayed advertising for the promulgation of

The Law Concerning Dishonest Advertising

The Text of the Law Affecting the Publication of Dishonest Advertising—
The Peril of the Publisher—Apathy in Canada—Where Truth in Advertising is a Cultivated Ideal

PRINTER AND PUBLISHER has been asked if there is any law in Canada governing the publication of dishonest or fraudulent advertising. There is such a law. The text of it is as follows:

Every person, who knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal movable property, or any interest therein, containing any false statement or false representation which is of a character likely to or is intended to enhance the price or value of such property or any interest therein, or to promote the sale or disposal thereof, shall be liable upon summary conviction to a fine not exceeding two hundred dollars or to six months imprisonment, or to both fine and imprisonment.

One thing in this law is not quite clear or satisfactory: Does this law cover the case of the advertising of stocks and shares in mining and other companies? Are shares movable property in a legal sense?

It would seem very clear that this law joins the publisher in the offence, and that he may be prosecuted along with the advertiser, when the advertiser can be got at in this country; and that when the advertiser is outside of Canada, then the publisher alone would seem to be the offender to prosecute. If this reading of the law is right, then it behooves publishers to be extremely careful in the matter of publishing advertising of a sort covered by the law as quoted above.

Publishers are fairly immune from prosecution so long as there is nobody or no organization minded to "go after" an offending advertiser or publisher. But it is never safe to trade upon this lack of a person or organization to have prevented the publication of false or fraudulent advertising, and to bring to book those who transgress the law.

THE PUBLISHER'S PROTECTION

The law, it will be seen, has a "joker" or saving word in it—the word "knowingly." It is this word that may save publishers from the consequences of their offence. This word "knowingly" is, however, an unsafe reed to lean on.

Just here, it may be said, printers and advertising agencies, and representatives of publications, are liable under the law equally with advertisers and publishers. A printer may escape on the grounds that he is not a publisher, but the advertising agency and the advertising solicitor cannot plead this protection.

IN CANADA THERE IS APATHY

In Canada prosecution for the publication of false or fraudulent advertising, or alleged false or fraudulent advertising, is conspicuous by its absence. Instances of such prosecution are few and far between. In Winnipeg recently, a clothier, advertising clothes for men for \$15 declared to be worth \$25, was prosecuted by a local trade association, but he estab-

lished in the eyes of the law that he was advertising truthfully.

In Montreal, the Montreal Publicity Association is giving signs that it means business in this matter of the cleaning up of advertising, but in spite of the fine names of those constituting the vigilance committee, one doesn't really look for any great activity on the part of the M.P.A., or any long-continued employment of detective faculties. The Toronto Advertising Club had some years ago a spasm or two of virtue in connection with the clean-up-advertising war-cry; but it long ago subsided into a state of total blindness.

SOME PUBLISHERS ARE TAKING CHANCES

If the law as phrased and as presumably intended, were to be made a standard of practice by publishers, a vast amount of advertising might have to be omitted from their publications, and many advertisers offended, and perhaps alienated altogether. PRINTER AND PUBLISHER has already pointed out that Sargol has been declared by the courts to be a fraud, yet the advertising of this particular preparation continues to be accepted by Canadian newspapers. Also, Canadian newspapers are daily publishing advertising of merchandise whose stated values are exaggerated to the point of glaring falsity; but so long as there is none to prosecute there is safety.

The law, as phrased, is faulty. It has several avenues of escape in it. It looks to be a sort of false thing in itself—a pretence of honesty. By it and through it many a consciously guilty offender can make his escape. It is not nearly definitive enough. It is an obviously ill-considered attempt at framing and phrasing what may have been a sincere intention. It is a law that defeats the ends of justice, enriches lawyers, makes fools of juries and judges.

Much law comes under this same condemnation. The proposed Knowles Bill, affecting the re-sale price of standardized, identified goods (as dealt with in last month's PRINTER AND PUBLISHER) is an example of an ill-considered and badly-framed regulation. Yet it is a lawyer who has devised this amendment to existing law.

A GRAVE RISK THAT PUBLISHERS RUN

A point for publishers to consider in this connection is this: If they publish a fraudulent advertisement in their newspaper, can they be joined in an action for damages along with the advertiser?

To be specific: Suppose the publisher of the Montreal *Star* publishes, knowingly or otherwise, an advertisement of a wild-cat mining proposal, thereby causing many of its readers to invest in the worthless shares of this company, can investors, singly and jointly, prosecute the Montreal *Star* for its part in promoting the sale of the shares of a company legalized to bleed the public.

PRINTER AND PUBLISHER has no answer to this question. Perhaps so far the Courts of Canada have not provided any authoritative answer to this question; but one thing is certain: this question will be answered in the Courts of Canada some day, whether this day be near or far. Let it be hoped that when the answer is given the newspaper involved will have a bank account that can endure the demands that will be made upon it.

PUBLISHERS THEMSELVES SHOULD CLEAN UP ADVERTISING

The whole question of fraudulent advertising in Canada must be seriously considered some time by the publishers of Canada. It ought to be purposefully considered by publishers in association—by the Canadian Press Association, and, perhaps, someday, it may consider that the problem of the cleaning up of advertising is a matter with which the Association ought to deal.

THE UNITED STATES AHEAD OF CANADA

In the meantime, the world has the refreshing and faith-sustaining examples of the New York *Tribune* and of other notable dailies and class publications in the United States who fear not to denounce advertising of the fraudulent type; that boldly expose, in a public way, offenders against truth and public rights; that refuse to let their columns be used to the hurt and loss of their readers; and that are ready to give up money and to spend money in defence and advancement of truth.

TRUTH—THE MOTTO OF THE A.A.C.W.

The Associated Advertising Clubs of the World have a Truth Slogan, a Truth Ideal, a Truth Standard, a Truth Purpose; and they actually and successfully fight for Truth. But one asks the question: How much real support—support that really counts—do the Associated Advertising Clubs of the World get from Canada, and from whom? They get some but how much and from whom?

PRINTER AND PUBLISHER sees forces at work in Canadian publishing that are opposed to the highest good and the noblest ends. It sees men and companies sold body and soul to Mammon. It sees this country sick to death with the disease of Money. And its purpose in its rather frequent condemnations of the hydra-headed monster whose name is Money-Lust, is to arouse, if it can, a consciousness of the presence of the beast—this as being necessary and preliminary to developing a righteous and inflamed hatred of it, and a resolute and sustained purpose to crush it to the death.

The Charlottetown *Island Patriot* is conducting a circulation plan in which gold coins of various values are offered for the securing of a stated number of subscribers.

Dishonest Ford Tractor Advertising

Canadian Publishers Carrying This Advertising, Although the Ford Tractor Company has Been Exposed
—The Attitude of Some Publishers Towards Readers

IN VIEW of the fact that inquiries have been received by *The Financial Post* regarding the Ford Tractor Co., Inc., of Minneapolis, and that a warning has already been issued in these columns to investors not to go into this proposition until definite information has been made public regarding the company and its prospects, facts revealed through an investigation of the concern and its antecedents by the National Vigilance Committee of the Associated Advertising Clubs of the World is of interest. This report bears out fully what has been intimated in that this company is seeking to sell stock in a proposition bearing the name of Ford on the strength of the more or less widely distributed report to the effect that Henry Ford was planning the manufacture of a general utility farm tractor.

FORDS AND FORDS

There is no connection between this Ford Tractor Company and the Ford Motor Company of Detroit, manufacturers of the Ford automobile. Some time ago it was announced that Henry Ford & Son were working upon a tractor, and considerable publicity was given to the matter. However, the Minneapolis project is an entirely different enterprise. The name of Ford is used through the connection of Paul B. Ford, who early in 1915 was employed by the Andrews Heating Company of Minneapolis, manufacturers of heating appliances. Ford was approached by W. Baer Ewing, president of the new Tractor Company, and an agreement was entered into under which Mr. Ewing claims the right to use the name of Ford in connection with his company. Under this agreement Paul Ford receives certain definite compensation. Thus, in view of the fact that Paul B. Ford has absolutely nothing to do with the designing of the so-called Ford Tractor, which, by the way, was largely constructed by an engineer by the name of Kinkaid, the nature of the effort to secure public subscription for stock may be judged from the following statements appearing in the company's advertising:

Mr. Paul B. Ford, inventor and designer of the Ford Tractor, has devoted years of his life to its study.

He nurtured his idea until he found men who were willing and able to convert his idea into a reality.

He conceived the idea of a light, serviceable farm tractor.

When Paul B. Ford, of Minneapolis, gave the world the farm tractor that bears his name, he rendered a great public service to mankind.

The service that McCormick rendered when he designed the harvester has been more than equalled by Paul B. Ford.

THE COMPANY'S HISTORY

The Ford Tractor Company, organized under the laws of the State of Delaware, has an authorized capital of \$10,000,000, and, according to announcements, succeeded to the business of the Ford Tractor Company, a South Dakota corporation.

In the advertising, President Ewing makes the explanation that the business progressed at so rapid a rate that a larger company with greater facilities was necessary. Other statements in advertisements in connection with the sale of stock are to the effect that in the first year of activity earnings were at 100 per cent. of the original invested capital, and that the stock of the company is now being offered for the purpose of raising additional funds with which to increase production.

The facts, as pointed out by the Associated Advertising Clubs, are that the first Ford Tractor Company was in the hands of a receiver at the time of the formation of the present company; the first was organized by W. Baer Ewing and the second is controlled almost entirely by him. Representatives of the Advertising Clubs, calling upon Mr. Ewing at Minneapolis, were informed that they were turning out two tractors per day, and that this number would be shortly increased to five tractors per day. About the same time statements were made in advertising that the company was working night and day producing Ford tractors, and that orders were pouring in from all sections of the United States, and even from "all sections of the world." At this time the company was not working night and day, and was producing no tractors. This statement was made on February 5th, 1917, while inquiries indicate that from the 13th of November, 1916, to the 13th of February, 1917, but one tractor was built and nine tractors partially completed. Further typical statements made in advertisements run throughout the country follow:

While the company has only been in the new building about one month, the demand for the Ford Tractor is so great that an extension to the factory is already being planned.

Orders on hand and orders being received daily more than exceed the present capacity, and additional factory space will be constructed as rapidly as possible."

The company is a growing concern, manufacturing a successful product, and making money to-day.

The agency organization of the Ford Tractor Company now numbers over two hundred established dealers or agents, located throughout some of the best farming country in the United States. These agents keep on hand or at a nearby farm one or more farm tractors which they exhibit or demonstrate as often as occasion requires. . . . These dealers are to-day selling more tractors than the company can deliver.

Our present output capacity is twenty Ford Tractors each twenty-four hours.

The report of the Advertising Clubs' Vigilance Committee presents many other facts regarding the promotion of this company gleaned by various inquiries which not only support the conclusion which has been drawn here, but indicate that the project was launched upon little other foundation than the prospect of inducing the public to respond to the magic name of "Ford." In fact, in connection with the South Dakota Company it is stated that one item was for \$10,000 deposit money received to apply on tractors

to be delivered, and these tractors were never delivered to the purchasers by that company, the money evidently being spent in conducting the business.—*The Financial Post of Canada*.

This Ford tractor advertising has been appearing in not a few Canadian newspapers, some of whom, beyond a doubt, have known more or less fully that this advertising was not quite right.

A good many business managers and publishers balance these questions one against the other:

Should I protect the readers of my paper against deception, fraudulent and corrupting advertising, at a voluntary loss of revenue? and

How long can I go on publishing objectionable advertising without being compelled by public opinion or public exposure to omit it?

One finds metropolitan dailies whose editorial columns are sanctimoniously good, virtuous, upright and high-minded, carrying offensive and fraudulent advertising; and the excuses offered therefor are specious, false and oftentimes brazen. The attitude of mind of these papers can be formulated in these words: "The public be d—. We need the money. We'll sell our immortal souls for money so long as it is profitable to do so. We'll become outwardly righteous only when we are compelled to—when public opinion becomes so clamorous that it is wiser, from a dollars and cents point of view, to omit the advertising protested against."

So long as newspapers are governed by this type of men and mind, so long will journalism be feeble in its influence to bring about that social regeneration which idealists, altruists and highest statesmanship desire and are striving for.

THE HOUSE OF CASSELL

RECENTLY the publishing house of Cassell celebrated the centenary of the birth of its founder, John Cassell. Born in Manchester, 1836 he went to London and opened a tea and coffee shop in Coleman Street, where he became the pioneer of the "packet" business.

The final phase of a varied career began in 1848, when he opened a printing office and began to issue *The Standard of Freedom*, at 4½d. a number. This was followed at intervals during the remaining 17 years of his life by the publication in periodical parts of various educational, historical, and artistic works. John Cassell's enthusiasm induced the printers, Petter and Galpin, to enter into partnership with him, and the firm continued to be known as Cassell, Petter and Galpin until 1883, when it was decided to turn it into a limited liability company. John Cassell died in 1865 at the age of 49.

On the book side, the history of the firm is remarkable for, among other things, the issue of "Cassell's National Library" (1880-90), under the editorship of Professor Henry Horley when 214 volumes were published at 3d. each, a record in cheap reprints which has never since been equalled.

TORONTO TELEGRAM IS CONTENTIOUS

IF A church cannot advertise in a paper that carries liquor advertisements without becoming a partner in that paper's alleged responsibility for the liquor traffic, then

A public journal cannot permit the purchasers of certain space in its advertising columns to choose the contents that occupy other space in other columns, to dominate the news columns, or shape the editorial

utterances of that public journal. The churches that undertake both "to seek and to save that which is lost" in the advertising columns of any newspaper do not thereby assume responsibility for the entire contents of that newspaper. Otherwise the churches that advertise in the *Toronto Globe* would have reason to be ashamed of the company their advertisements keep in the association with race-track gambling apogetics and anti-Ulster editorials.—*Toronto Telegram*.

CANADIAN newspapers profited very considerably last month from advertising in connection with the floating of the third Canadian war loan. The official Government announcement occupying 672 lines of space appeared daily from March 12 to March 23, was supplemented by a mass of advertising by bond dealers and stock brokers. On March 12, Toronto dailies carried anywhere from three to five thousand lines of matter bearing directly on the loan, and papers like the *Toronto Globe* and *Toronto Mail and Empire* estimate that during the eleven days of the campaign they carried from thirty to forty thousand lines of advertising. The Government advertising was placed direct by the King's Printer, Ottawa.

ANOTHER hitch in the proceedings towards the final settlement of the newsprint difficulty in Canada has occurred. Since contracts expired last fall, manufacturers have been charging publishers three cents per pound at the mill for their supply, on the understanding that, should a less price be agreed upon as a result of the negotiations, the balance would be rebated to the publishers. It was further understood that this rebate would be effective from January 1. It now transpires that the manufacturers are allowing the rebate only from March 1. The matter has been brought to the attention of the Government, who made the arrangement with the manufacturers, but so far final action has not been taken. The probability is, however, that the publishers will lose, and that the \$2.50 minimum price now obtainable will not be retroactive.

THE Bureau of Advertising of the A. N. P. A., having applied to the Canadian Press Association for samples of the advertising material which has been used in Canada in connection with recruiting, has been supplied with full particulars of the various campaigns, and it is understood that this material has been placed at the disposal of the authorities at Washington by way of possible suggestion for similar work in the United States. One asks: Will the C. P. A. also supply to the Bureau of Advertising of the A. N. P. A., a candid statement of the results of the advertising in connection with every series? for it is common knowledge that a great deal of the advertising was very disappointing in the essential matter of results. Writing copy and publishing it is not guaranteed to get results—much as the C. P. A. and publishers would like to believe that it does.

Hundred of Ford Tractors have been distributed throughout thirty seven states and several foreign countries and, as a result of the success of these farm tractors in general use in the hands of practical farmers. The Ford Tractor Company, Inc., now has in hand orders for thousands of Ford Tractors, sufficient to keep the factory working night and day.

We are offering you an opportunity to become a shareholder in one of the leading established, producing companies in this new industry. The Ford Tractor Company, Inc., known the world over as the manufacturer of the famous Ford Tractor.

making The Ford Tractor Company, Inc., the leading
producer of farm tractors in the world

The tremendous field which exists for a practical farmer of this type, we advise our clients to go the limit in this stock, believing that it will undoubtedly pay you larger profits within a short time.

The quotation on this stock will positively advance very soon. Our offer of stock at \$5.50 per share is limited and it is subject to withdrawal without notice if absolutely necessary, therefore for you to act on this offer immediately.

City State

$\beta_{\text{stat}} = \dots$

This advertisement has appeared, and may still be appearing, in many Canadian newspapers. This in face of the fact that it is objectionable, because deceptive. Many publishers cheered to the echo, in a frenzy of enthusiasm, the utterances and sentiments of James Schermhorn, of the *Detroit Times*, when he addressed the Canadian Press Association two or three years ago, on the subject of objectionable advertising. But when they returned to their business offices and had to decide between the insertion of plentiful and profitable advertising of the kind Schermhorn denounced, and high ideals and fidelity to their readers, some of them said "To h— with Schermhorn and our readers. We want the money."

War Has Interfered with the Gold Leaf Industry

Germany the Main Source of Supply—The English Gold Beaters — Substitutes for Gold Leaf

THE difficulty as to the supply of bookbinders' goldleaf has been acute since war began. Before the war, practically all of it came from Germany. Since the war, supplies have been very scarce and the price has risen for 4 by $3\frac{1}{4}$ deep gold from about 40s. per 1,000 leaves to 60s. to 65s. The gold leaf now obtainable is to a small extent manufactured in England, but a considerable proportion of the leaf now on the market is sold by agents who obtain it from the Continent, and gold leaf is offered from time to time as coming from France, Spain, Switzerland, Japan and elsewhere.

I understand that some of the German gold beaters have emigrated since the war to Switzerland and are beating gold there. Moreover, owing to the easy portability of gold it is quite possible that supplies are being smuggled out of Germany into neutral countries. As very little bookbinders' gold leaf was manufactured on the Continent outside Germany, before the war, it is exceedingly likely that a good deal of the gold now offered in England, and described as coming from neutral and allied countries, is really of German origin, either directly or indirectly.

I understand the Board of Trade are watching this point closely and are checking the import into England of gold from any doubtful sources. The position as to the English-made leaf is further complicated by the fact that the Government are beginning to limit the supplies of bar gold which the English beaters may draw from the bank to turn into leaf, as the consumption of bullion for this purpose is not in the national interest.

The English gold beaters are therefore practically being reduced to beating up again any skewings which they can obtain, and if ultimately English gold beaters have to shut down for lack of gold it is quite likely that the Board of Trade, in fairness to the English makers, will prohibit altogether all import of gold leaf from abroad, no matter what its origin. If this occurs then binders will have to fall back still further upon imitation gold leaf and especially upon celluloid gold, to which I shall refer again later.

THE ENGLISH BEATER DRIVEN OUT OF BUSINESS

While in the higher classes of manufacture such as gold for decorators' use, for dental fillings, etc., English-made gold held its own fairly well before the war, in the cheaper thinner grades for bookbinders' use German price-cutting drove the English beater out of business. Even at prices ruling to-day there does not seem to be much to attract the English maker. It appears that before the war, owing to price cutting, the German firms employed in beating bookbinders' gold were doing a very indifferent trade, earning low profits and paying low wages.

Very little of the work was done in factories, the bulk of it being given out to home workers, so that establishment expenses would be reduced to a minimum.

Skilled workmen in Germany used to earn about 30s. per week, and large numbers of grown-up women were employed earning some 8s. to 10s. per week. Against this in England the skilled male worker earns on piece-work up to as much as 50s. weekly, and for all the lighter processes, cutting up, inserting in books, etc., women are employed at higher wages than those paid to women in Germany. Very little machinery is required, only a small rolling machine and a power hammer for the preliminary rough beating. The rest of the work, that is the fine beating, cutting up, inserting, etc., is hand-work. There does not appear to be any scope for the introduction of additional machinery, or for the further sub-division of labor to cheapen the process. The German beater produces a thinner leaf than is generally made in England. To do this it is necessary to use an alloy slightly harder and of a lower carat, and to beat it with a heavier hammer for a longer time.

This method is contrary to English practice and it is doubtful whether it would pay English beaters to adopt the German methods, unless they had some assurance that gold leaf, after the war, would never fall to the very low pre-war selling prices.

A TARIFF ON GOLD

One of the leading English gold beaters considers that the only thing that is likely to stimulate the manufacture of bookbinders' gold leaf in England after the war would be a tariff of at least 50 per cent. on foreign gold. There is already a 45 per cent. tariff on gold into America, and this does not entirely keep out German gold for bookbinders' use. Probably the best temporary solution of the problem is to use American-made celluloid gold. This is a leaf consisting of a very thin sheet of celluloid, coated on both sides with bronze powder. For blocking purposes this is a most excellent substitute for real gold, as its appearance is similar though not quite so deep in shade and it does not tarnish. It cannot, however, be used for book-edge gilding. Celluloid gold is made in large quantities in America and has also been made to a small extent in England. Even for the manufacture of this the best bronze powder is required, and, although some bronze powders are made in America and Canada, the best came from Germany. I understand the manufacture of celluloid gold in England has had to be suspended at the moment for lack of suitable bronze powder. After the war no doubt it will be revived.

CELLULOID GOLD

It is probable, owing to the considerable use which has been made by bookbinders since the beginning of the war of American-made celluloid gold, that this will be largely used in future, even after the war, in preference to gold leaf, and, as this can apparently be made profitably in England or America, bookbinders will be able to buy a satisfactory and cheap sub-

stitute for gold leaf without buying enemy goods.

It does not appear that any particular form of research into gold leaf beating methods would be likely to produce results, and in view of the above facts I am afraid it is impossible for the Research Committee to take any further steps.

A curious by-product of the gold leaf shortage and the Government prohibition of melting down of bullion, is the fact that bookbinders, who have gold skewings to sell, can get for them some 4s. or 5s. per oz. of 24 carat gold more than the normal value of pre-war times. — Taken from Ralph Hazell's Report to the Research Committee (Great Britain).

DAYLIGHT SAVING

I WENT to bed at nine o'clock, the clock upstairs struck eight, Next day came down at nine to find I'd just an hour to wait; And when I left my house—we live at number thirty-four— I turned to look, and saw I'd come out of the house next door. I took the second turning, 'twas the third, as you'll divine, And caught a train which proved to be the next but one to mine; I reached the office just in time to find that lunch was due, So promptly ordered lunch for one, and ate enough for two. I slept so soundly after this the doctor called to see, And diagnosed that I had died at either two or three; The funeral was held at four, but I was quite alive . . . To the fact that at the cemetery the clock was striking five. I put this point to all concerned, that we were in a fix, As nothing could be done because the place was closed at six. I said I did not care if six was five or simply seven; The point was this, that I must know before I left for Heaven.

ORIGIN OF HANSARD REPORTS

"HANSARD," like so much else connected with the British Parliament and constitution, cannot trace its origin to any definite act of institution. Luke Hansard was a Norwich printer, who about the year 1770 went to London with one guinea in his pocket, and became a compositor in the office of John Hughes, printer to the House of Commons. In 1774 he was made a partner and in 1800 the whole business came into his hands.

From 1774 onwards for many years Hansard published the "Journals of the House of Commons," and so the practice of reporting the proceedings of the House became established. The reports are still quite unofficial, and yet an appeal to "Hansard" by any member of the House is generally regarded as conclusive.

Pointed & Pointless

BY SIX-POINT BILL

ARE printers superstitious? In hand-set days, when the number of ems counted for a night or day's work, it made a great deal of difference whether a printer hit "fat" or "lean" takes. Better explain it another way. A fellow—and a good fellow, too—worked on a famous paper in an Atlantic coast city. Near-by was a famous race-track—and race-track is famous now. This printer wore the front name of Mike. The spring races were on, and connected with some of the racing strings was a cross-eyed, red-headed negro stable boy. Most people would have looked upon this boy as an odd specimen of humanity. Mike looked upon him differently. He met this boy on his way to work in this south-eastern city—and I believe if he had been given the whole State of Maryland he could not have been induced to go to work that night. Mike would have stood for the red-head, but the cross-eyes. In Mike's eyes that made him a real hoodoo. The "rule" was handed to a substitute or "sub" as printers dubbed them. Mike fully believed that he would have never got near a "fat" "take." The following night Mike started for the office. He went out of his way several blocks, and just as he was coming to the street he met this same red-headed, cross-eyed colored boy. That settled it. If the district of Columbia, the White House and Pennsylvania Avenue had been thrown on the scales with the State of Maryland, Mike could not have been induced. The third night he met the same boy. He "threw up" cases and came back to Canada.

* * *

A photo-reproduction in the *Toronto News'* illustrated section of March 24 revived old memories. The reproduction was of the staff of the *Toronto Empire*, photographed in May, 1890. The paper amalgamated with the *Mail* of the same city Feb. 6, 1895. In 1894 the management decided to put in Rogers' typographs, instead of producing the paper by hand composition. It took several weeks before the machines were ready for operation. Finally they were "handed over" to the superintendent on a Thursday night. Every one connected with the paper expected that Friday would hear the "swish" of the machine and the click of the casting box and the *Empire* would be produced from bright new machine slugs. The superintendent had a "hunch." Friday was unlucky—and the machines were under their white cloth covers, looking like a bunch of the Klu-Klux Klan on a dark night. The managing editor, the manager, the head ad. man, the city editor, a couple of M.P.'s, could not induce the "supt." to change his edict. It was bad luck to "start something" on Friday. The funny side of it was that the *Empire* "went bust" a year afterwards.

* * *

The price of the cheaper grades of envelopes took another jump April 1, just to remind us in a real way of the day. It is said there will be no advance in the better grades. One effect of the big increase in price, is that firms that formerly enclosed advertising literature in envelopes are now sending this class of printed matter through the mails as folders, "clipped." The post-office authorities in Canada have not as yet registered any kick over the wire clip. In the United States the clip played havoc with the stamping machines, and as a consequence "stickers" or "seals" were attractively printed. Of course, in Canada we have money to burn or buy new stamping machines. How the sticker or seal would work is another question. Perhaps if Canadians were to use them,

The Sea is His

The sea is His. He made it,
Black gulf and sunlit shoal,
From barrenest blight to where the long
Leagues of Atlantic roll;
Small strait and ceaseless ocean
He bade each one to be.
The sea is His. He made it—
And Britain keeps it free.

By pain and stress and striving
Beyond the nation's ken,
By vigils stern when others slept,
By lives of many men;
Through nights of storm, through dawnings
Blacker than midnight be
This sea that God created,
Britain has kept it free.

Count me the splendid captains
Who sailed with courage high
To chart the perilous ways unknown
Tell me where these men lie!
To light a path for ships to come
They moored at Dead Men's Quay
The sea is God's. He made it
And these men made it free.

O little land of England,
O mother of hearts so brave,
Men say this trust shall pass from thee
Who guarded Nelson's grave!
Aye, but let these bravest learn
Who'd hold the world in fee
The sea is God's—and Britain,
Britain shall keep it free.

Author's name missing.

SOUTHAM PRESS, LIMITED
Canada's Leading Printing House
TORONTO AND MONTREAL

This is War Bulletin No. 14, issued by the Southam Press, Toronto and Montreal, as a form of good-will advertising. The Southam Press is animated by a big and right spirit, and probably this accounts in some measure for its prosperity and outstanding position among Canadian printing firms. This War Bulletin was printed on a fine quality of white stock, and green ink was used for the text. The border and imprint were blind-embossed. Few recipients of these Bulletins consign them to the waste basket. The silken cord, matching in color the ink of the text, invites hanging, and the sentiment of the verse adds to the appeal of this pleasing bit of advertising matter.

mail matter would be returned to the sender asking another cent postage, making three cents in all. The Canadian printer seems to be between the deep sea and the postal department.

* * *

Most of the business men in Canada wear that "smile," and many boss printers wear that "look." Business men have learned to pass the "buck" to the purchaser, the printer offers excuses for taking his fair share, and satisfies himself by robbing himself and his wife and his children by taking half what belongs to him and his. It seems to me that the printer and the country parson are about all that is left of a class that made apology to others for living. No doubt the printer and the preacher will be rewarded in the other life—but in the meantime there is no harm in getting a little of the reward while on this old mundane sphere. Let's have a raisin or two in our plain bread.

The shops that set type for the trade in Toronto are busier now than they have been for some time. Reports of various kinds—such as church, society, etc., have been cut down to a price point, and paragraphs similar or such as this appear: "Owing to the increased cost of paper the committee on finance is reduced to totals. Members wishing detail can get same from the secretary." It's a diamond ring to a Canadian onion, and that's some bet these days as both are of equal value—it depends on the karat—that the details of the finance committee's report will be confined to totals for some years. The saved money will go to the heathen in foreign lands, and the papermaker can go chase himself. This would not be so bad either, but what about the ink-maker, the printer or the machine operator? Must they turn heathen, too?

* * *

There is a lot of good talk these days about "captains" of industry hiking out to the fields and helping the farmer get in his crops, or more correctly, get them off. Many city people seem to think that crops grow just like Topsy—just grow. But there is a blamed lot of work before the golden nods to the breeze at harvest time. Many an apprentice to the printing business in the days before the self-binder was blamed glad to "line out" for a couple of weeks in harvest time and get enough money to buy a suit of clothes, and incidentally help the country—and the farmer. Apprentices in those days grew affluent on a dollar-and-a-half a week, so to save using the blacking brush and blacking were forced to wear clothes—and the farmer and the country and the crop came mighty handy. There are very few villages and towns in Ontario that could not let half the men and boys employed in the stores go out and help the farmers four days each week. It's a long time since I pulled a piece of thistle out of a binding glove or wore a cow's breakfast hat, but if the Almighty gives me a chance this summer, I'm going to blister-up the hand that writes this. Maybe if a very near and dear relative of mine has trouble in getting help for spring work. I'll get behind the plow again, and holler, "Whoa; gee! Ged-up Bill; concern ye, don't ye know haw from gee!" Pete McArthur isn't the only fellow who likes to get back to the land—get back to the place called home—and listen to the welcome of the struttin' turkey cock, the cackle of the speckled hen, or the guinea cock telling him to "Go back! Go back! Go back!"

* * *

"Joe Ritchie was killed, have you heard it?" This news of a printer who made the supreme sacrifice "Somewhere in France," perhaps on the Somme, was conveyed to me by a friend of Joe's. Joe had many friends—and no enemies. He was built that way. Joe "served" his apprenticeship in the office of PRINTER AND PUBLISHER. Upon its completion he "struck out" to see America, worked in several American cities, and a year and a half ago quit operating a machine in Akron, Ohio, came home and enlisted. Joe was the second boy from the composing room that "Fritz" got—the other, Billy (Chick) Sinclair. Joe has two brothers on the firing line. Joe was the last boy one would think of taking up arms. Always a smile—quiet, never a word to say to anyone—"on the job" was the word with Joe. Joe and Billy were manly boys—and manly men. The foe snapped the life-cord of each. But the smile and spirit of Joe and Billy lives.

TWO CENTS IN KINGSTON

THE *Whig* has always been a 2c. evening paper. The rate, of course, to book stores and newsboys has been the wholesale rate of 1c. per copy, thus giving the dealer and the carrier a profit of 4c. a week on each subscription. During the past number of years, owing to the cheapness of newspapers, several abuses have crept into the business. For instance, we have permitted boys and girls to come into the office and buy papers at the wholesale rate. This practice soon spread to several adults, and as the years went by their number increased. We find now that the abuse has grown to such proportions as to be unjust and unfair to the newsboys who have to tramp the street in all kinds of weather, and again, owing to the increased cost of production the *Whig* cannot afford to reduce its retail rate now to 1c.

It has been decided, therefore, that on and after Monday, March 5th, no papers will be sold for less than 2c. per copy. The legitimate newsboys and girls can purchase their week's supply as usual at the office on Monday afternoon, receiving tickets therefor. Those who do not receive these tickets will pay 2c. per copy in each instance. We trust our good friends who have been in the habit of calling at the office each afternoon for their paper will understand present conditions and smilingly accept the necessary change. — The Kingston *British Whig*.

has occupied the post for thirty-five years. It is doubtful if there is another such family record in the Dominion.—The Brantford *Courier*.

WALLACEBURG HERALD

THE *Herald* wishes to announce to all advertisers that the rates will be placed at 12 cents per inch on April 1st. Front page ads. 25 per cent. extra.

After giving the present rates a good fair trial for almost two years we have come to the conclusion that nothing less than 12c. will give us even a small margin of profit.

We have tried running a larger paper with more advertising, but with the increased cost of paper, labor, and machinery, we find we cannot keep up with expenses. The rates to outside advertisers has been increased to 15c., and 12c. for plate matter and cuts. While we are grateful to the merchants and manufacturers for the amount of advertising used we have been forced to the conclusion that we are going behind with expenses too fast to last long. We have done our utmost to give our advertisers good service in appearance and trade—getting ads. and have increased our circulation about 40 per cent. This circulation is almost all local and reaches practically all the people who buy in town, so that our advertisers can have no possible excuse for not advertising.

If the *Herald* is going to exist and advance

staff were present. F. D. Reville occupied the chair.

Women's Wear is the new name of *Ready-to-Wear*, formerly published by the Acton Publishing Co., Toronto, which has recently become the property by purchase of the H. Gagnier Publishing Company, Toronto, publishers of class papers.

The Calgary *Sunday Standard* in its issue of March 11 made the dominant note, "Our Soldier Boys Abroad." The issue was in four sections. While the contents paid very special tribute to the memory and valor of those at the front, including those who have fallen, the homeland—Alberta—was dealt with copiously. Evidently the issue was intended for mailing to the absent ones, and it must surely have delighted their hearts when they received this issue to read of themselves and of the land and home from which war has separated them.

PUBLICATIONS RECEIVED

The *Paper-Maker and British Paper Trade Journal*, edited by S. Charles Phillips, M.S. C.I., and published in London, has issued its annual number covering 1915-16. This publication is an important survey of the British paper trade which, during these war times, is in a serious position. In concluding his prefatory note the editor says: "Probably we are justified in the opinion that everything



Cover of booklet produced and distributed by the Regina *Daily Post*, of which G. H. Tyndall is business manager. This publication has been mailed to a very complete list of general advertisers and agencies who place business in Canada. The cover stock is a pleasing shade of gray. The inks used are a dark green and burnt orange. The contents of this publication consist for the most part of fine half-tone illustrations, attractively grouped, and decoratively enclosed, of Regina's public buildings, stores, offices, residences, etc. The text portion interprets Regina and the *Daily Post*. As a whole the publication is an impressive and convincing advertisement of Regina's wealth and of the purchasing power of her citizens. Two companion pages are shown.

THE COURIER.

THE *Courier* is by all odds the oldest business in the city of any kind whatsoever, including also hanks or any other financial concern. As a matter of fact there was very little money in vogue when this sheet made its bow to the public and subscriptions were first paid for in produce.

The genesis of the publication was the *Sentinel*, started in 1833, and one of the first papers issued in Upper Canada. Its headquarters were in a frame building on the Colborne Street of to-day. In 1839 *The Courier* developed from that enterprise so that this year witnesses a 78th birthday anniversary. During all these years this paper has had its vicissitudes and has witnessed many changes not alone in the community, but in the Dominion at large, but it held on its way successfully and is to-day in a stronger position than ever before in its long career.

Opposition it has had a-plenty. Our neighbor on the street was first started as a Conservative Journal for the friendly purpose of—well the plan was not a success. In later years a second Conservative sheet was started—*The Telegram*—which had a lively but precarious existence for a long time. On one occasion the bills of a sheriff's sale were on a *Courier* job press, but a local company was suddenly formed. All claims were paid and the *Telegram* existed for some years longer, only finally to be given up. Fire has twice destroyed the plant and once nearly so, but through a long list of experiences the great family journal has come up smiling.

It may perhaps be of interest to note that Major Jammon was editor for over forty years and that the present editor, his nephew,

with the times, we must get at least enough to pay the expenses of publishing.—Wallaceburg *Herald*.

PUBLISHERS

Oshawa had a Dollar Day last month. The Cobalt *Nugget* is running a Buy at Home page.

The Chatham *Daily News* maintains an automobile page.

The St. Thomas *Times* has been putting on in that city the Roberson Travelogues.

The Port Arthur *Daily News-Chronicle* features Poultry Want Ads in its classified columns at this season.

The Yarmouth *Light*, Yarmouth, captured much extra advertising last month as a consequence of a Dollar Day.

The Lethbridge *Herald* issued last month an 8-page Automobile Section. Much big space advertising was carried.

The Estevan *Progress* had a special feature page in which local merchants combined to draw special attention to themselves and Estevan.

Rural Canada for Women is the name of a new women's farm paper being brought out by the Continental Publishing Company, Toronto, publishers of *Everywoman's World*.

The Attractive Home is the caption of a feature page appearing in the St. Thomas *Daily Times*. A series of eight articles, each on some aspect of the Attractive Home, will appear.

The Brantford *Courier* held its first annual Get Together and Staff Dinner last month. More than thirty persons, members of the board of directors, stockholders and

considered the paper trade of Great Britain and Ireland has struggled through a difficult year as well, or better, than might have been reasonably expected. We are evidently in for an era of dearer paper, and we can only conclude by again fervently expressing the hope that by the time our next annual edition is presented a secure and satisfactory peace may have been arrived at."

This annual number is made interesting by the fact that portions of it are printed in English, French, Russian, Italian, Dutch, Swedish and Portuguese. Some of the principal special articles appearing in this issue are: The Paper Trade in 1915-16. Women Workers in Cornish China Clay Mines, the Forest Products of Canada, Re-Afforestation in China, Paper-Making Possibilities in South Australia. All told this special number is exceedingly informative and comprehensive and in every way praiseworthy.

Canadian Boys' Magazine, published at Quebec by the Canadian Boys' Publishing Co., now in its first year of publication, and price of which is stated to be \$100 a year! But if you buy it in single copies you can get it at 10 cents per copy. The production cost per issue is said to be 32 cents; so publishers have their troubles. Boy Scout affairs receive much attention; so do Y.M.C.A. matters as these relate to boys.

PRINTER AND PUBLISHER is sincere in its wish that this magazine shall live and flourish. Canada ought to have a first-class boys' magazine. The field, however, is an exceedingly difficult one—to obtain circulation and advertising; and so one admires the courage and optimism of the publishers and editor of *The Canadian Boys' Magazine* in producing their publication.

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R. H. ECCLESTONE - Eastern Manager
JOHN C. KIRKWOOD - Editor
E. E. ADAMS - Associate Editor

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POSTER MEN WIN A VICTORY

NEILSON'S, Toronto chocolate manufacturers, have pretty thoroughly committed themselves to spend the greater part of an appropriation which rumor says is somewhere between \$30,000 and \$60,000, on the bill boards. If they do, it means that newspaper advertising receives a black eye—not, however, a knockout.

The daily newspaper interests have been so perturbed over the prospective loss of business and the slap given newspaper advertising, that they had W. A. Thomson, Director of the Bureau of Advertising of the American Newspaper Publishers' Association, come to Toronto to spend two days or more on an effort to persuade Neilson's from them contemplated folly.

PRINTER AND PUBLISHER has heard that Mr. Thomson failed in his mission—failed, that is, to dissuade Neilson's from their purpose to devote most of their spending money to bill-board publicity. PRINTER AND PUBLISHER understands that a certain Toronto advertising agency is doing mighty and fine work to save Neilson's for the newspapers—with what success has not been announced.

The incident has its revelations: newspaper men in Canada have no Canadian W. A. Thomson, whose illustrations of daily newspaper advertising successes had to be taken from American—not Canadian—history; Toronto daily newspapers—the Big Four Group—are not "covering the local ground thoroughly," and masterfully; and a Toronto advertis-

ing agency is being relied upon and prayed to to perform work which the newspapers have found beyond their powers.

What appears elsewhere in this issue of PRINTER AND PUBLISHER is illuminated by this Neilson affair.

THE KNOWLES BILL

THE letter from H. J. Pettypiece, publisher of the *Forest Free Press*, found elsewhere in this issue of PRINTER AND PUBLISHER, expresses extremely well what many others think and feel. If there is a class of commodity whose prices ought to be regulated, to prevent them from soaring beyond the ability of the average individual to pay, it is food products, especially those food stuffs of common, everyday consumption. Mr. Pettypiece is absolutely sound in his position when he protests against an arbitrary, vicious, heartless and wholly selfish purpose on the part of individuals, singly or in combination, to raise the prices of the people's foods.

Yet one is forced back to this question: Does the manufacturer of a branded and packaged food product, and sold in this form at a price tremendously in excess of the open market, bulk price arbitrarily, viciously, heartlessly and wholly selfishly, raise the price of his standardized, identified product? And does he, in providing the public with a common enough food in a form and of a quality liked by it, work it any injury?

Probably what the author of the Knowles Bill, Mr. Pettypiece, and many others are fighting against is combinations or trusts—individuals and associations of individuals—to corner commodities, to acquire a virtual or actual monopoly of a commodity of common, everyday consumption, a food that may be regarded as a necessity; or, at any rate, a food which the public has a right to without any higher or more forbidding barrier than that made by open competition, and the free operations of the laws of supply and demand.

FARMERS AS PRICE-RAISERS

To illustrate this: Suppose that farmers in a certain community or territory agree in an organized way to withhold from market their wheat, or potatoes, or apples, or beef cattle, or eggs, or butter, in order to obtain a higher price for these products of the soil and of their labor, they would be working an injustice to the public. And farmers can do this thing—perhaps actually do this thing—by storing their grain and other produce in elevators and cold-storage warehouses, or keeping them on their own farms, with the objective of creating a better price.

Similarly, if canners of fruits and vegetables conspire to buy up all the raw materials of their industry, at prices set by them by agreement, and so secure a monopoly of a commodity to thwart open competition, and make inoperative the laws of supply and demand, then these canners will be offending against the inherent rights of the people.

Suppose, further, that a man, or firm, or association of individuals, acquires a monopoly of oats for any given season, this to effect a corner, and so to enhance prices all along the line of distribution and consumption, then there will be committed a trespass against the rights of the people. And if, furthermore, those who control the supply make rigid prices

to dealers and to consumers, enforcing these fixed prices by contracts, then the law has a right to take cognizance of the situation and should intervene in the public interest.

THE MANUFACTURER'S POSITION

But situations of this sort are not on all fours with the case of a *manufacturer* who buys his raw materials in an open market, free of the restraints and inflations of monopoly control, and who takes these raw materials and makes a product distinctively and peculiarly his own, and who creates a preferential and voluntary demand for what he makes and markets—this by advertising. The price which this manufacturer may place upon his product is his affair, not the public's affair, nor the law's affair. This price can be as arbitrary and as high as the maker chooses; and he has the right to establish and enforce the price set or fixed by him—this to both distributors and consumers.

Just here is where Mr. Knowles and others fall into error; they declare that when a maker or seller has parted with his goods; at an agreed-upon price, his control over the re-sale disappears; that he loses title in the goods when he sells them and is paid for them; and that re-sale prices are for the purchaser to determine and not for the maker to fix and enforce.

SELLING MORE THAN A COMMODITY

Insofar as a maker of a trade-marked article sells just a *commodity*, he has no control over the resale price. If his distributing customers—wholesalers and retailers—choose to remove the contents of his package and sell them as bulk goods; or remove from an article its distinguishing mark or brand, and sell it purely as a commodity, without a maker's name and all that this name implies; then they are merely exercising their free privilege, and the matter of the price to the consumer is something the dealer can fix without reference to or thought of the maker; for in such case a cut price or an enhanced price works no injustice to the maker.

A department store wished to sell the Ingersoll watch at a cut price, but was not free to do so by the terms of the agreement with the makers. The makers offered to give this store the identical watch with the Ingersoll name left off, at several cents lower price than the price of the branded watch, which would leave the department store free to sell the nameless watch at a lower or higher price than \$1, and still make a desired profit. But this was not what this department store wanted; it wanted the *selling power of the Ingersoll name*, and not just a good article. It recognized that the public is ready to *pay for a name*—to pay something extra for a name and all that this name implies or stands for.

WHAT THE PUBLIC PAYS FOR

When the public pays a seemingly excessively high price for rolled oats in packages—this by way of example—it does so voluntarily, knowing full well that the extra price paid—the price over and above the price of an equal quantity of rolled oats bought from bulk—is to pay for something *not obtainable when the bulk article is bought*. And if a maker by making a product of higher quality and all round greater desirability, succeeds, by advertising and dealer's and consumer's favor, in obtaining a very high price for his particular brand of rolled oats, should he be regarded as a spe-

cies of thief, a foe of the public? For let it be always remembered that always the public is free to buy the bulk article—the commodity—at a price close to its open market value, considered as a bulk commodity. And if the public, out of fastidiousness or vanity, or for its content of mind, chooses to pay a very much higher price than it needs to pay—this for a *name*—should the maker be held up to condemnation or obloquy? And should he be accused of increasing arbitrarily, viciously, heartlessly and selfishly, the retail price of the *commodity* he deals in? The answer to this question requires to be given with great care.

RIGHTS IN TRADE-MARK OR BRAND

The fact is that a maker has perpetual, recognized and admitted rights in his own name or brand or trade-mark — rights that dealers may not ruthlessly ignore, jeopardize and trespass against. When a dealer buys a branded product whose trade-mark has been made valuable by plentiful advertising, he buys much more than the commodity contained in the package or identified by the brand. He buys outright the *contents* of the package or the *material* carrying the brand, but he most certainly does not purchase outright the brand or name that accompanies the product, and which gives the product its enhanced value. This name or brand continues to be the property of the manufacturer. Title to the brand—the enhanced value-giving thing—remains with the maker; and law in theory protects the owner against the vandalism of the price-cutter.

It is this aspect of the case that has been unconsidered by Mr. Pettypiece, Mr. Knowles and many more.

It is quite true that there is prowling about in the shadows a devouring beast, and it is quite right that men whose life is threatened and whose family's life is threatened, should hunt out and slay this beast; but there is a danger that nervous men, seeing a creature that looks like the one they are hunting for, but which is not, may kill it, and leave unhurt and unterrified the real beast of prey. This is just what Mr. Knowles' bill is doing: it is out after a real evil and wrong, but it is chasing the wrong thing.

PRINTER AND PUBLISHER is in accord with Mr. Knowles' motive and purpose, but points out to him and others the futility and error of his present quest—this in the hope that, having his vision cleared, he will frame and push the right legislation, and so save the statute books of Canada from the blemish and iniquity of a ridiculous and unjust law.

THE HIGH COST OF DISCHARGING EMPLOYEES

THE following extract taken from *Harper's Magazine*, and written by Burton J. Hendrick, is worth reproducing, because in the printing and publishing business the coming and going of employees is lamentably common. Employers, in too many instances, make little or no effort to retain efficient employees, permitting good men to leave them because of some grievance, real and fancied, or because the employee wants his real market worth and which he is not obtaining. It has to be remembered that when an employee leaves a printer or publisher, especially if he be an outdoor representative, soliciting business, he becomes in a measure a

competitor, and frequently a very costly one. However, we pass on Mr. Hendrick's message to employers in the hope that it will be valued.

"Hiring and firing" all large employers of labor now recognize, forms the greatest leakage in modern business. In many establishments the men who do the employing have come to be known as "the fortune-tellers." It is the one place in which everything is haphazard.

Magnus W. Alexander, one of the engineers of the General Electric Company, has demonstrated this great waste mathematically. Taking the employment statistics of twelve metal factories, located in six states he has found that these places employed 37,274 persons at the beginning of the year, and 43,971 at the end. Their normal increase in employees, therefore, was 6,697. Had matters worked efficiently, these factories should have employed only 6,697 men—or slightly more, making due allowance for death, sickness, and other natural causes of dismissal. In reality these factories had hired 45,571 people.

We must ponder these figures carefully to get their full significance. In order to obtain 6,000 new employees, these establishments, all representative and "efficient" American concerns, had to employ 45,000! Out of seven men taken on, only one stayed. After making liberal deductions, Mr. Alexander calculates that these twelve factories employed 24,500 men and women whom they were unable to retain. Each person represented an expense ranging from \$50 to \$200. The companies had to keep a clerical force to hire these people and place their names on the pay-roll. They had to pay foremen and assistants to instruct them. They had to stand the expense of damaged and broken tools due to inexperience.

The reduced rate of production represented another positive loss, and then there was the spoiled work which "new hands" turn out in such abundance. Mr. Alexander takes the lowest estimate, \$50 per man, as representing this loss. At this rate, "hiring and firing" caused a waste in these factories of nearly \$1,000,000 a year. At the highest estimate, \$200, the practice resulted in a waste of \$4,000,000.

THE FIXING OF RETAIL PRICES

Letter to the Editor

PERHAPS no member of the C.P.A. has a greater admiration than I have for the able manner in which PRINTER AND PUBLISHER has been conducted.

I have read with interest your article on the Knowles Bill, which you say is a bill "to prohibit the fixing and enforcement of re-sale prices." In regard to many of the necessities of life, and particularly food products, some such legislation is badly needed. It may be right that the manufacturer of, say, an automobile, a watch or a safety razor, should have the right to fix the price at which these may be sold by his employees or his agents. But when he has sold the article and obtained his price for it, he has no right to say at what price the new owner may sell it.

As I understand it, the Knowles Bill aims at something even more important. The man who purchases a quantity of wheat, corn or oats, and pan-dries or shreds it, and puts it up in packages, is not a manufacturer in the accepted sense of the term; and the idea that he should in any way control the prices at which dealers may sell these products is preposterous.

The results of such arbitrary powers, so far as these so-called manufacturers have been able to exercise them, proves this. A bushel of oats, put up in 25-cent packages, costs the consumers \$2.50; a bushel of wheat, in shredded form, in 12½-cent packages, costs the consumers

\$10; a bushel of corn, flaked, in 10-cent packages, costs the consumers \$11.20. At these prices the merchant has a profit of from 15 to 25 per cent. to cover all his costs of handling the goods. The farmers who produced the wheat, corn, and oats probably had to sell them at a loss—more likely than at a profit. The cost of putting them up in the form of cereals is not more than 50 per cent., yet under the cover of a prohibitive tariff of 27 cents per package, these so-called manufacturers are able to charge from 200 to 600 per cent. for their little work. If 35 pounds of bread (the product of one bushel of wheat), were to cost \$10, there would be a bread riot every day, and yet that is the price charged for a bushel of wheat in shredded form.

The only thing I see wrong with the Knowles Bill is that it does not go far enough. What is needed is some drastic legislation that will prevent this wholesale robbery in the prices of food. Under ordinary conditions it was bad enough, but now, under war conditions, it is a crime, and should be dealt with as such. We have too many commercial Kaisers in this country.

There are some other features of the Knowles Bill, regarding its effect on advertising, that I would like to deal with, if it is your pleasure that I should do so, as I think you are wrong as to its ultimate results, so far as advertising in the country papers is concerned. This, however, is enough for one letter.

H. J. PETTYPIECE,

Publisher, the *Forest Free Press*,
Forest, Ont., March 24th, 1917.

BRILLIANT CANADIAN WOMAN WRITER

LONDONERS generally will be pleased to learn of the literary honor that has come to Miss Grace Blackburn (Fanfan), who is studying at Boston under the direction of Prof. Dallas Sharp. Prof. Sharp is one of the foremost writers of the United States and is regarded as a critic *par excellence*. Prof. Sharp's literary class numbers about a hundred, and its members are expected to submit manuscripts. Miss Blackburn submitted a one-act play called "The Seal of Confession." Prof. Sharp kept it two weeks and then brought it to the lecture hall and said: "I have here a most exquisite tragedy; a work whose great virtue is its absolute sincerity, in which I read the education, the religion, the outlook on life, the soul of the writer. . . . I don't know what such a writer comes to me for, except it be for me to hold up her hands and tell her to go on with the work and prosper." Concerning the play itself, Prof. Sharp further said: "It is distinctly good—if the one-act Irish plays of Yeats, Synge and Lady Gregory are worthy of their vogue. You give an equally arresting picture in your Breton setting and not less tragic than Lady Gregory's "The Gaol Gate," and more picturesque and far more pleasing in the scenic possibilities than any of the Irish players' work. The literary quality of the play is rarely, exceptionally good."

Miss Blackburn, who is a frequent contributor to these columns, wrote the play here last winter. The scene is set in Travenue, on the Channel coast of the Cote du Nord, Brittany, and has to do with the murder that takes place in the garden of the priest's house. The murderess confesses to the priest and after she has thus bound his lips by his vow, she accuses him of the murder and he goes to the guillotine rather than break his vow. The play is founded on life.—*London Free Press*.

B. C. PUBLISHERS CONVEENE

AT THE convention of the B.C. division of the Canadian Press Association, held in Victoria last month, last year's provisional officers were re-elected, as follows: President, Robb Sutherland, *Nelson News*; vice-presidents, F. E. Simpson, *Kamloops Standard-Sentinel*; Hugh Savage, *Cowichan Leader*; secretary-treasurer, F. J. Burd, *Vancouver Province*; executive committee, R. Dun, *Victoria Times*; C. H. Sawle, *New Hazelton Herald*; L. J. Ball, *Vernon News*.

Resolutions were passed asking that the Provincial Government specify that advertising requiring a legal standing must be in papers possessing postal privileges for at least three months; urging all editors to join in a discussion of the best means of developing the natural resources of the province; mentioning its appreciation of the policy now being adopted by the Federal and Provincial Governments of advertising in the press; regretting the recent death of William Blakemore, and also that of Anson McKim, of the McKim Advertising Agency.

The Government will be asked for an amendment to the Municipal Act, making it obligatory upon cities and municipalities to publish annual financial statements in newspapers. An endeavor is to be made to have the annual convention of the C.P.A. in British Columbia after the war.

INTERVIEW WITH GOVERNMENT

During the convention a committee interviewed the Provincial Executive with regard to campaigns. They suggested the expenditure of approximately \$8,000 for three province-wide advertising campaigns in the newspapers: First for the cultivation of vacant lots; second, for publication at the end of the session of a brief and unbiased resume of the legislation passed during the session, and, third, for a continuous educational campaign along the lines covered in Government bulletins, but designed to eliminate the waste in bulletin distribution, giving through the newspapers a summary of the contents of the bulletins, and making them available to those who sent in requests. The committee also suggested advertising both in Provincial and Eastern publications matters dealing with the consumption of British Columbia fruits, all kinds of edible fish, and the development of British Columbia trade.

The meeting went on record as being opposed to the Provincial Government issuing such periodicals as *The Agricultural Journal*, in direct competition with private enterprise. A committee was appointed to interview Deputy Minister Scott, of the Department of Agriculture, upon this subject, and also upon the general subject of agricultural advertising.

WEEKLY SECTION MEETS

A meeting of the publishers of the weekly newspapers was held in connection with the convention, when discussion centered on a number of matters which had been left over from the convention recently held at Penticton. The question of reaching an agreement with the advertising agencies in the matter of rates to be charged for advertisements was referred to the executive of the general association.

The proposal that \$2 be the minimum subscription price for all weekly news-

papers was endorsed, and it was agreed that no commissions should be paid on government subscriptions, either provincial or federal.

On the question of what commissions should be paid to advertising agents, the meeting agreed that 20 per cent. should be the maximum rate paid.

There was much discussion on the question of what constitutes news and what advertising, and the practice of the coast newspapers, recently put into effect, whereby a charge is made for a certain class of "announcements" was endorsed and will be followed in future by the weekly papers as far as practicable.

The meeting resolved to endeavor to make it part of municipal law that all municipalities and school boards should be compelled to publish their annual statements in the local papers in the various districts.

The meeting tendered a vote of thanks to L. J. Ball, of the *Vernon News*, for the good work he has done in standardizing prices for printing throughout the southern interior.

A resolution was passed expressing the desirability of weekly newspaper proprietors meeting frequently in their various districts for the discussion of questions affecting their interests.

ALBERTA AND SASKATCHEWAN PRESSMEN MEET

LAST month three conventions of newspaper men met in the Prairie Provinces at Calgary, Edmonton and Regina.

The Edmonton meeting was of Northern and Central Alberta publishers and was held on March 22.

Four daily newspapers and sixteen rural weekly newspapers were represented at this meeting. Resolutions were adopted recommending 12 cents and 8 cents per 8 pt. count line as standard rates for legal advertising in Alberta for first and subsequent insertions respectively; commending the Dominion and Provincial Governments for adopting the policy of educational advertising; urging the Provincial Government to conduct an educational advertising campaign in connection with the enforcement of the Alberta Liquor Act; and recommending that general advertisers or advertising agents who desire copy set in a smaller size than 8 pt. in rural weekly newspapers should furnish plates. Certain weekly newspaper rate card classifications as to division of space and circulation were agreed to as a standard and a schedule of recommended minimum rates for foreign advertising was adopted. The northern half of the Province was divided into three districts for district organization. Three weekly publishers announced adoption of \$1.50 subscription rate and three non-members signed application for membership.

John M. Imrie, Manager of the C.P.A. was present.

RATES FOR GOVERNMENT ADVERTISING

One of the important questions discussed was the rate to be charged for Government advertising. The principle was approved that the rate for this class of advertising should be the same as that charged for commercial advertising of a similar nature—no higher and no lower. It was revealed that there are still 28

publishers in the province who have not yet joined the Association.

A. J. H. Torrance of Medicine Hat, presided at the meetings. M. R. Jennings, *Edmonton Journal*, entertained the visiting pressmen to a dinner. No election of officers was held, as this meeting was not the official annual meeting assembled for this purpose.

THE CALGARY MEETING

A meeting of the publishers of Southern Alberta was held in Calgary on March 24. Five daily newspapers, sixteen rural weekly newspapers and three class publications were represented. The several resolutions and the recommendations re foreign rate card of rural weeklies adopted at the Edmonton meeting and referred to above, were adopted at the Calgary meeting also. One weekly newspaper announced adoption of \$1.50 subscription rate on June 1, 1917. Six non-member newspapers signed applications for membership. The publishers present were the guests of J. H. Woods, *Calgary Herald*, at luncheon.

THE REGINA MEETING

Over fifty newspapers were represented at the annual meeting of the Saskatchewan Division held at Regina on Friday, March 30. Applications for membership were received from nine newspapers. A resolution was adopted instructing the Executive Committee to divide the Province into districts for district organization, and to appoint temporary chairmen of district associations. The Executive Committee was also instructed to secure the opinions of all weeklies as to proper rates for foreign advertising and to prepare and submit a recommended minimum schedule. W. G. Cates was re-elected President of the Division, and T. M. Marshall was re-elected Secretary. Others elected were: Vice-President, C. R. McIntosh, *North Battleford News*; Executive: S. J. Latta, *M.L.A., Govan Prairie News*; F. N. Wynn, *Yorkton Enterprise*; W. F. Kerr, *Regina Leader*; H. T. Halliwell, *Estevan Progress*; E. N. Carter, *Wilkie Press*.

Saskatoon was selected as the place of next meeting. There was a banquet in the evening, at which the speakers included Hon. W. M. Martin, Premier of Saskatchewan; W. B. Willoughby, Leader of the Opposition; Senator Laird, and John M. Imrie, Manager Canadian Press Association, Inc.

Manager Imrie secured 30 new members for the C.P.A. during his Western trip—1 daily, and 29 weeklies.

These Western meetings—in addition to those held previously at Winnipeg and Victoria—have been most useful from the point of view of unifying Western publishers more thoroughly with the Canadian Press Association.

THE LONDON TIMES

REFERRING to its efforts to curtail circulation for the purpose of economizing in white paper, the *Times* announces: "Though it is not possible to give the exact number of *Times* circles that have been formed in the provinces, we are able to state they exceed 50,000. The average membership of the circle consists of three persons to each copy of the *Times*. Development of flats and other forms of apartments is assisting in the creation of these co-operative circles in the London area."

All the newspaper posters familiar as daily attractions in London streets have been abolished.

THE SASKATCHEWAN GOVERNMENT AND THE PRESS

DURING the discussion on the estimates in the Saskatchewan Legislature Lieut.-Col. Bradshaw took occasion to advocate a fairer distribution of the government printing among the various newspaper offices of the province than at present prevails, in which matter he was strongly supported by W. B. Willoughby. A great deal of the discussion ranged around the appropriation for the *Public Service Monthly*, it being claimed by the member for Prince Albert that a great deal of money was being spent in turning out this publication which could be used more profitably were it spent in advertising in the press the information that goes in the monthly.

Col. Bradshaw pointed out that at present the *Regina Leader* practically monopolized the government printing, securing probably three-fourths of the work. Considered both from the standpoint of the public and of the publishing interests this was undesirable. The press was indispensable; it served a great purpose and should be generously supported. But under the present system, whereby the government work was confined almost entirely to one office, this was practically impossible. He also pointed out that, considered merely from a party standpoint, this was desirable, because talk as politicians might, they could not do without the support of the small papers which go home in the rural districts.

The publishing interests in this province, said the member for Prince Albert, carried on business under many handicaps. Being situated far from the source from which supplies used by them were drawn, they had to carry large stocks of paper, which tied up capital and also to pay transportation charges of which Eastern publishers knew little or nothing. The daily newspaper business was not yet of itself a paying proposition, which was explained largely by the sparseness of the population. Because of this the newspaper was dependent on its job department to make good its loss. The government spent huge sums for printing; but, as far as the average printing office was concerned, it got little or nothing of this money. Even if the government did not want to divide up the work on a non-partisan basis it surely was desirable, in its own interest, to give its own papers outside of Regina a good share of the work.

Dealing with much of the material published in the *Public Service Monthly*, Lieut.-Col. Bradshaw pointed out that the government paid the printer a price that included a nice profit on this work and yet it sent the same copy to a newspaper and expected it to publish the same free. A newspaper, he said, could not do that any more than the job printer could. Continuing, he said that the Ontario Department of Agriculture was spending \$25,000 on advertising this year. Saskatchewan should follow this example. Since the outbreak of war the power of the press had been wonderfully demonstrated; but it was an expensive business and the public, especially the government, should recognize this fact, and be generous in its support. In Saskatchewan at present the government was really sponging on the press.

B. C. PAPERS ORGANIZED

AT VICTORIA last month was held a meeting of considerable importance to British Columbia newspaperdom, as it marked the completion of plans made during the past year for welding the B. C. newspaper publishers into one compact organization, affiliated with the Canadian Press Association, which during the past few years has been engaged in the work of extending and completing its organization from the Atlantic to the Pacific.

The preliminary organization meeting of the British Columbia and Yukon section of the C. P. A. was held at Vancouver last August, with some dozen or fourteen representatives of coast and interior B. C. papers in attendance. At the meeting held last month in the capital three times that number of publications were represented, while the indications are that in a very short time efforts now under way will result in the provincial organization having a 100 per cent. membership.

The meeting held at Victoria was indeed representative of the "survival of the fittest," since the mortality in the ranks of the British Columbia papers during the past two years has been very heavy, about 25 per cent. of the publications of all classes having gone to the journalistic boneyard within the past year or two. To check any further funerals in journalistic circles is one of the objects of the organization. Incidentally it seeks to secure better conditions for those engaged in the important work of publishing newspapers. In this it is ably backed up by the Canadian Press Association, the parent organization.

Formerly members of the C. P. A. resided in the eastern section of B. C., chiefly, and were included in the Alberta and Eastern B. C. division, which proved very useful in a way, although it was inclined to deal more with the problems and difficulties of Alberta publishers, rather than with those peculiar to British Columbia.

With a purely provincial organization, many things can now be settled and practices standardized that could not properly be taken care of under former conditions.

At the Victoria meeting, Robb Sutherland, manager of the *Nelson Daily News*, was re-elected to the office of president, having been named for that office at the preliminary meeting. He has taken an important part in having the new division of the C. P. A. started and set on its feet. The next important office, that of secretary-treasurer, is filled by F. J. Burd, manager of the *Vancouver Province*.

NATIONAL NEWS SERVICE

THE success of the efforts of the newspaper publishers of Canada to obtain a cross-Canada news wire, together with a trans-Atlantic cable, for Canadian papers was related to the British Columbia publishers in convention by John Nelson, of the *Vancouver World*, who impressed upon the gathering the great importance in the development of Canadian opinion this improvement would mean.

News, like trade, he said, should flow east and west. In the past the Canadian papers had been forced to get their Canada press service from Seattle, Minneapolis, Chicago, New York and other American papers and thus do not obtain old country and Dominion news in the form and quantity they would like. Old country and European news for the immediate future will be taken direct from New York, where it arrives on this continent. The Pacific coast service will be furnished from Seattle and the middle west will be furnished from Chicago.

The trans-Canada wire is likely to be in operation this coming spring between St. John and Victoria, with a loop or two in eastern Canada to pick up those cities not on a direct line. The \$50,000 grant from the Dominion Government will probably be an annual one and is to cover the cost of the unproductive service between

Vancouver and Calgary, Ottawa and Winnipeg, St. John and Montreal.

CABLE FACILITIES

The Canadian publishers, Mr. Nelson said, had placed before the Canadian trade commissioner a proposal to provide the newspapers of Canada with cable facilities to the old country, thus doing away with the necessity of any news from New York other than American items.

Australian publishers will probably go in with Canada on this scheme for an All-Red news route. The benefits to be obtained in the unification of thought in Canada and the Empire are almost untold. Mr. Nelson also referred to the appointment of Stewart Lyon, of Toronto, to send articles from the front particularly suited to Canadian readers.

JOURNALISTIC INDEPENDENCE

JOURNALISM in Saskatchewan has just witnessed an interesting development. Two daily papers, both owned by the same interests, but located respectively in Regina and Saskatoon, have declared their intention to cut loose entirely from the Conservative party and to be henceforth "independent." As might be expected, the Liberal organ in the province has expressed its cordial approval.

Without venturing to offer any opinion as to the business considerations which have dictated the change, it may be remarked that there is no reason why a newspaper, any more than a public man, should not adhere strongly to a set of economic or political principles, while at the same time acting in such a way as to merit the confidence of the people.

Nor is there any good reason why, upon due occasion, a newspaper may not change or modify its convictions. But after having done so, if its declaration of so-called independence is to be followed by the adoption of a policy obnoxious to the political party which it formerly supported, and presumably obnoxious also to the bulk of its subscribers, the inevitable result will be to arouse opposition that may have serious business consequences. A great organization like the Conservative party, in a great province like Saskatchewan, cannot be expected to remain long without some journalistic advocate of its views.

Leaving aside, however, the commercial aspects of the matter, we wish to congratulate heartily the Independents upon the agreement they have apparently reached with their Liberal contemporary in Regina to eliminate the bitter note of partisanship from their future political discussions. This is as it should be, as the bitterness of partisanship in Regina has long been a puzzle to Manitoba editors, among whom such a thing is quite unknown. How to produce light without heat has been for years the constant study of newspapers in this province, and it is a source of great joy to see Saskatchewan at length deciding to follow this excellent example.—*Winnipeg Telegram*.

THANK YOU, MR. MACKLIN

LET me congratulate you on the character of the contents of the current issue (March) of *PRINTER AND PUBLISHER*. You are publishing a number of articles which have a real interest for the daily newspapers, and you are handling all the subjects admirably. Mr. McCurdy has just brought back the last number of your publication and laid it down with the remark, "Look at this article, and this, and this, every one of them dealing with a matter of vital interest to the daily newspaper business and treated in a manner which should be helpful to us all."

E. H. MACKLIN,
President and General Manager
the Manitoba Free Press Co., Winnipeg.

March 22, 1917.

Story of the Envelope—Its History and Making

Before the Days of Envelopes—The Coming of the Modern Envelope—
Uses of the Envelope—How Envelopes are Made—Printing of Envelopes

By "WEE MAC" in the *British and Colonial Printer and Stationer*.

COVERINGS for letters were in use hundreds of years ago. Although crude, these early substitutes for the modern envelope resembled in general shape and style their successors of to-day. Records are still extant, showing the existence and use of these letter coverings as far back as the seventeenth century. Envelopes, as we understand the use of the term now, were not known until the middle of the nineteenth century. Previous to that time writers were in the habit of folding their letters with a clean page outside upon which the address was written, after which the communication was sealed. After the passing of the Penny Post Bill in England, envelopes gradually came into general use; correspondence to different parts rapidly increased, and the consumption of envelopes also developed with proportionate rapidity.

One great difficulty that stood in the way of supplying the exceptional demand for envelopes lay in the fact that they were all hand-made, the process being slow and expensive. Gummed or self-sealing envelopes were not known, and every envelope was closed by the slow method of using wafers or sealing wax.

Manufacturers in those days could only turn out two or three thousand between morning and evening, the blanks being cut by chisel and folded and pasted by hand. Very soon the efforts of inventors were directed towards the devising of machinery that should do expeditiously and accurately what up to that time had been done slowly and clumsily. In 1845, Warren de la Rue and Edwin Hill invented a machine for making envelopes. Since then such great improvements have been made in these machines that they would now seem to have finally attained the acme of mechanical perfection.

THE USES OF ENVELOPES

Envelopes were originally designed and for a long time utilized only as a covering for letters, but their handiness has caused them to be adapted to numerous uses. It would take a number of columns to enumerate in detail all the uses to which they are put. The druggist uses them for many of his drugs; employers put the weekly wages of their staff in them; photographers enclose their photographs in them; the theatres and railroads hand out tickets in them; they are made the convenient receptacle for gloves, coins, bank books, visiting cards, and the infinite multitude of other small things for the care of which they are found to be very convenient. There is even manufactured an envelope specially designed for carrying a comb and tooth brush; and we find that the modern, methodical printer uses special envelopes whereby he may keep intact all the copies and instructions relating to various jobs passing through his establishment.

As time went on an entirely new in-

dustry sprang up—that of manufacturing envelopes for sending merchandise through the mails in unsealed packages. The clasp envelope, the tension envelope, and others of similar character are very much alike in design, and calculated to meet this demand. The clasp envelope is made of strong, tough manila paper and has a fastening of cheap brass with two prongs that can be bent flat in opposite directions, thus securely fastening the envelope and yet leaving it so that it can be easily opened by the Post Office authorities. The tension envelope is fastened by a stout string that winds around two pasteboard washers in such a way that it cannot possibly slip or unwind. Another clasp envelope has a fastening device of a single metal prong which bends over to close the envelope. All sorts of merchandise can be sent through the mails in these envelopes; dry goods, underwear, gloves, in particular, are usually mailed in this way, and so too are magazines, books, samples of wheat, beans, rice, coffee, seeds, etc. Government and municipal authorities find them very handy for filing purposes. On account of the special uses for which these envelopes are designed, they must stand unusual strain; and it has been found that they can be made to meet every requirement by being hand manufactured.

ENVELOPE-MAKING

Suppose the manufacturer receives an order for 50,000 No. 6 envelopes with a plain business announcement printed in the upper left-hand corners. The printers set up the type thirteen times—the number of envelopes to be cut from the sheet. The type is locked-up so that it will print on a sheet to cut as desired. The stock is given to the pressman and run through a high-speed printing press; it is then dried ready for the cutter. The cutter picks out a die—a loose, hollow and diamond-shaped knife. Placing 250 to 500 sheets of the printed paper on a vulcanite board on the table of the cutter, he carefully places the die on it so that the printed card will come in its place in the corner, slipping a gauge inside the knife to determine its exactitude. Then he slips the paper and knife under a platen that descends and rises continually at intervals, imposing great force up on the die, which sinks through the sheets of paper as though they were soap. The result is a quantity of incomplete envelopes, diamond-shaped and scalloped. The cutting continues until the order is ready for the process that will turn them into envelopes ready to be addressed and sealed. The stock is now taken to a wonderful little machine presided over by a young woman who appears to take things easily, yet has a great deal to show as the result of her work. This machine does the work of dozens of unskilled girls. It gums, folds and turns out 4,000 to 5,000 complete envelopes per hour. It is a compact piece of machinery from which runs a track.

The girls takes a handful of blanks, and puts them on a spring shelf that feeds the machine. A bank is grasped and as it goes into the machine the flap is gummed, then the edges of the blank flap are gummed, and the machine carries the blank into the interior by means of a plunger, the size of the finished envelope. There the machine bends the paper into shape, folds the gummed flaps down, presses them so that there is no doubt that they will stay, and passes it to the track a complete envelope. The track is endless, taking several minutes to make a revolution, and the envelope falls into a little compartment top up, with the gummed flap separated so that there is no danger of its sticking. As it passes along it is dried completely by hot air. At the machine end of the track the envelopes are counted into packages of 25 or 50, the operator wraps the bands around them swiftly, and places them in boxes holding 500 envelopes each.

At the factory are made many and different extra size of envelopes for special purposes. Heavy envelopes for catalogues and the like, made from manila board, are cut on the machine and folded by girls who do the work very quickly. These flats are then run through a machine that gums and presses them. An envelope printed both front and back goes through the press only once.

Statisticians are something akin to prophets and idealists. One of these gentlemen with a mechanical turn of mind has volunteered the information that previous to the present war the cost of making envelopes with machinery amounted to the sum of two pence per 1,000. Fifty years ago it took 434 hours to make 100,000 plain envelopes. This quantity can now be made in 32 hours at one-fifth the cost.

THE PRINTING OF ENVELOPES

Many printers go to unnecessary trouble when printing envelopes that are made up by opening the flaps before printing and having the same to close down afterwards, thus entailing a waste of about 20 minutes per 1,000. A few minutes spent on make-ready will overcome this unnecessary labor. Pull an impression on the tympan sheet in the ordinary way, and thus get the correct position on the envelope. Cut off entirely the flap of one envelope. Where the envelope is still two sheets thick, either cut away the parts where the extra thickness comes or build up the low parts by overlaying. This envelope should be carefully pasted on to the tympan, and any letters not showing clearly may now be overlaid. If these instructions are closely followed there should be no difficulty in obtaining satisfactory results.

Where it is necessary to print the envelopes with open flap, the envelope form should be locked up towards the head of the chase, and to prevent springing of the form, place the quoins at the top.

WILLIAM FINDLAY TALKS TO GROCERS

WM. FINDLAY, business manager of the *Ottawa Journal-Press*, said some interesting and pertinent things to the Ottawa Retail Grocers' Association last month on the occasion of its annual dinner, at which Sir Wilfred Laurier and the Mayor of the city were guests. Mr. Findlay's remarks were impromptu, and had to do with the matter of why the merchants should push the advertised brand. Mr. Findlay's address, in part, was as follows:

Manufacturers who advertise put up good products. If they didn't the advertising would fail. Nothing on earth stimulates a manufacturer to turn out his best like the fact that he is spending money to advertise. Or, rather, manufacturers do not spend money to advertise, until they know they have a good article, and one which will live up to the claims they make in their advertising.

And they are doing this advertising to increase your sales. They are backing up your service with their money. And so I say the advertised article ought to be pushed by you. Its merit in nine cases out of ten is undoubted. A demand has been created by the manufacturer, and so the goods are partly sold for you from the moment you buy them. The advertised article is entitled to the best place in your window and on your counter, and to the recommendation of your clerks at all times.

Advertising makes selling easy. You don't have to tell the customers about Shredded Wheat, and we have just learned from Mr. Trowern that you don't need to discuss the price, either. You simply wrap the parcel and take the money, if you are a wise grocer. If not, you enter the sale on your books. Think how long it would take your clerks to tell all about Shredded Wheat, or Postum, or Grape Nuts, or Force. They don't need to. The manufacturers have already done that for you, and when the customer comes in there is no explanation, no argument. The transaction is quickly closed, and you get your money.

ADVERTISING LOWERS PRICES

Mr. Trowern has told us about the standard contract of Shredded Wheat, and he says this contract is the reason why Shredded Wheat is selling to-day at the price before the war, while a bushel of wheat is worth three times the money. Mr. President, the advertised proprietary article is always the last to respond to an increase in price. Other articles may go up day after day, but the proprietary articles stand pat. But it is not the standard contract which holds Shredded Wheat down to the old price. It is newspaper advertising. For, without the advertising there would be no standard contract. A manufacturer cannot fix his price till he has a demand or is ready to create one. He cannot have a demand till he advertises, and Shredded Wheat, as you know, has created and maintained a steadily increasing demand by successful advertising ever since its introduction into this country. And so I say it is advertising first and the standard contract second which is maintaining the old prices of many of the proprietary articles to-day, and so benefiting the consumer everywhere.

A great deal could be said on this subject, and many other illustrations could be given. I have referred to Shredded Wheat because it was mentioned by Mr. Trowern. But what is true of Shredded Wheat is true of many other packages and advertised articles. I believe, therefore, that if you are good merchants, which you are, you will push the advertised articles for the good of your business and the good of your customers.

Something has also been said to-night about the size of the investments which the retail business of this city represents. They are a surprise to many of us, and I think the proportions of the newspaper business in Ottawa will also surprise some of you. I have here some figures. They are approximately correct.

THE COSTS OF PUBLISHING

The newspaper business, as you all know, is above board, and there is no reason why those figures should not become known. Mr. Beckett has told us that when the wholesale grocers were attacked in the courts it took \$12,000 to prove they were straight. Well, we have never had to spend \$12,000 to prove that the newspapers were above board.

The cost of producing *The Journal* newspapers this year will be from \$300,000 to \$325,000. Of this about \$250,000 is disbursed in Ottawa, and \$75,000 outside. This \$250,000 is made up of wages, white paper and supplies. The white paper, as you know, is made down at the Chaudiere, and this money comes right back to you and the other merchants of Ottawa.

But these newspapers bring money into Ottawa—more money than they send out. The amount this year, we hope, will be in the neighborhood of \$120,000. If this is realized, you will see that the difference between the amount sent out and the amount brought in is \$45,000—almost a thousand dollars a week, which is immediately put into circulation in Ottawa and which finds its way into the cash boxes of the merchants of this city.

These figures are astonishing, Mr. President. They were so to me when I discovered them, and they indicate that the newspaper business is a big and important industry in this city.

Now, Mr. President, we have two good daily newspapers in Ottawa. Both are looked upon as models by newspaper publishers everywhere. Both wield a considerable influence in the political, social and commercial life of Ottawa. Both are great advertising mediums. One of them is *The Evening Journal*, and the other—*The Morning Journal-Press*. There is another newspaper published in this city which is not so well known to you in Ottawa, but which, nevertheless, brings a great deal of money into Ottawa, for its revenue comes almost entirely from the outside. It is *The Ottawa Farm Journal*, the third of *The Journal* newspapers.

If Mr. Findlay omitted to mention a fourth Ottawa newspaper, *The Citizen*, it ought not to be charged to ill-will or narrowness, but rather to the humor of the occasion.

MONTREAL PAPER CEASES PUBLICATION

Le Reveil, a French morning newspaper that was launched a couple of years ago under the auspices of the tramways interests, has announced that it will not continue publication. The editor, Tancrede Marcell, it is understood, will publish a newspaper under another name, but with different financial backing. It is stated that *Le Reveil's* troubles arose from the virulent campaign against the National Service Cards, enforcement of the Militia Act, and sundry other matters related to Canada's conduct of the war. Last month, J. L. Perron, K.C., who has been connected with the enterprise, received notification from Ottawa that drastic action would be taken if the paper continued its inflammatory articles. The question of *Le Reveil's* position was discussed and J. W. McConnell and J. Marcellin Wilson, directors of the Tramways Company, who had furnished financial support, declined to have anything more to do with it.

Mr. Perron, who is general counsel for the Tramways Company, will, it is understood, assist in financing Mr. Marcell's new journalistic venture, but the other directors of the Tramways Company will not be identified with it.

Le Reveil, while it had not grown to large proportions, has been in the public eye on a number of occasions. It was mentioned in the petition of fifty ratepayers whose charges were to be investigated before Judge McDougall. *Le Reveil*, it was alleged, was financed by tramways money and was to play a part in the elaborate plans for obtaining a renewal of the company's franchise.

It has been rumored on the street that *Le Devoir*, Henri Bourassa's newspaper, has also had a sharp warning from Ottawa.

In connection with the demise of *Le Reveil* the following notice appeared in its editorial columns: "To my friends: *Le Reveil* pub-

lishes to-day its last number. Why? Why? I shall tell—some sunny day, when Peace will be in the earth, 'for men of good will.' I thank my friends, my readers, my advertisers, all who near and far encouraged and sustained me. I thank my associates, my colleagues, my collaborators, all those who day and night remained with me at the breach. *Le Reveil* disappears, but my pen, forever free, remains to me. To-morrow, with a reduced staff, and with some devoted friends about me, I shall begin the publication of another newspaper. May I count upon the financial support of advertisers and sympathetic readers? A newspaper, in order to live in tempestuous times, must be sustained and encouraged. May I count upon you, my friends?—Tancrede Marcell."

TORONTO DAILY NEWS

THE following appeared in the *Toronto Daily News*, in its issue of March 31: "It may interest the readers of the *Daily News* to know that its advertising patronage for the month ending to-day, has exceeded the record of any month in the history of the paper, with the exception of one month some years ago, when, owing to the volume of Christmas advertising, the total ran a little better. The *Daily News* will endeavor to give still better service to its readers and its advertisers. In the meantime it is grateful for the loyal support which it receives from an increasing constituency of advertisers and readers.—J. S. Willison, Editor and Publisher."

NEW AGRICULTURAL PUBLICATION

THE advertising agency men of Toronto were entertained at a dinner March 27th by the advertising staff of the Continental Publishing Co., publishers of *Everywoman's World*. The reason for this extravagance was to officially announce *Rural Canada*. It was pointed out that there are roughly more than 775,000 farm homes in Canada and the largest farm circulation to-day is about 35,000, a great undeveloped field for a new magazine—designed to take the place in Canada of the *Farm Journal* and *Successful Farming* in United States—its appeal being more directly to the women folks on farms, although of interest to the farmer and his family.

PRO-GERMAN PAPERS BARRED

THE censor's ban has been placed on another half-dozen United States pro-German publications. The following are prohibited from entry into Canada: *Ameriea*, a Ruthenian daily, printed in New York; *The Leader*, a San Francisco paper; *Westliche Post*, a St. Louis daily; *Der Amerikaner*, a Jewish weekly, published in New York; *The War Plotters of Wall Street*, a book published by the Fatherland Corporation of New York, and *Why Germany Will Win the War*, a pamphlet published in Detroit.

NEW RELIGIOUS PAPER

The Canadian Presbyterian "anti-unionists" have taken out a Federal incorporation for "The Presbyterian Church Association Publishing Company, Limited," with power to publish "daily, weekly, monthly and other periodical newspapers, journals and magazines. The capital stock is \$100,000, and the head office Toronto. The incorporators include well known Presbyterians from all parts of Canada.

PENETANGUISHENE HERALD

THE *Penetanguishene Herald* finds a modest increase in its advertising rates necessary to make ends meet. The *Herald* has been wonderfully improved since it came into the hands of Mr. Bloor, and if the business men of Penetanguishene at all realize what an asset such a paper is to the town, they will cheerfully pay the higher tariff, which is still relatively low.—Orillia Packet.

The War Teaches New Uses for Paper

Paper Has Many Uses—Paper in the Textile Industry —Paper Yarn

By H. A. M. in *The British and Colonial Printer*.

PAPER plays an unexpectedly important part in the Great War. We have before drawn attention to numerous ways in which paper products are pressed into service. Principally the Continental Powers are responsible for the inauguration of the new methods of employing paper and pulp. Field dressings of cellulose wadding, trench wear, hut linings, aeroplane wing linings, detonator slips, gun-cotton from wood pulp; these are a few of the military uses to which pulp and paper has been put. With ample supplies of textile goods and a restricted import of papermaking material, we in England have not experienced the necessity of using pulp as substitute for fabric. Fortunately there is little doubt that the latter is superior to the former in the purposes for which it is used. Against this we must set the fact that necessity is the mother of invention, and invention is the father of scientific progress.

PAPER IN THE MANUFACTURE OF TEXTILES

An extract from a paper appearing in the *Journal of the Royal Society of Arts* contains the information that German troops in the field are now wearing uniforms composed of 40 per cent. of twisted paper, 40 per cent. of cotton, and 20 per cent. of wool waste or shoddy. Samples of the material have been received and examined in this country, hence we may assume the analysis to be an authentic one.

There is, of course, nothing new in the use of paper in the manufacture of textiles. For some years past pulp or paper has been recognized as a factor in certain manufacturers of artificial silk goods, carpets, imitation wool, bags and sacks, yarn, etc., etc. In every case, however, the chief purpose is the production of substitute material at a cheaper rate than that prevailing for the genuine product. We do not know of an instance in which absolute superiority is claimed or allowed. It is evident therefore, that the inclusion of paper in the manufacture of German equipment is made from necessity rather than choice. This is all to the good, for it proves conclusively the serious shortage of wool and cotton which now prevails in enemy countries.

PAPER YARN

The following is an extract from a consular report on paper yarn made before the war: "The pine fibre requires to be made into paper before spinning, and it is not intended to supplant either cotton or wool for the finer yarns. It forms a strong, if coarse, yarn, which can be readily dyed and will also take on a high polish, while it is moth and insect proof and not subject to mildew. The fabrics handle cold and stiff and are anything but pleasant to the touch. Only the extremely poor would be satisfied to wear such material. How long they would withstand the wear and tear of everyday life is hard to say; it could not be more

than a few weeks before they would wear out, while their ability to resist rain or damp is very small."

No doubt the manufacture of paper yarn has improved since this report, while the admixture of cotton and shoddy in relatively high proportion will further improve the quality of the material. The inability of the paper constituent to withstand the effects of prolonged exposure to rain and moisture, however, proves the defectiveness of the improvised equipment. In this respect the authorities in this country will be as easily able to satisfy themselves as will the German heads, for inefficiency of clothing equipment coincides with lowering of morale and the accumulation of prisoners.

THE MAKING OF PAPER YARN

The practical production of paper yarn dates back some eight years, when the material known as Texilose was first made at Adorf, Germany. The particular purpose of texilose was for the manufacture of bags, linen, carpets and decorative and upholstery fabrics. Wood pulp and jute were the principal raw materials and the paper so made was coated or napped with a surface of textile waste, averaging 10 to 20 per cent. Following the manufacture of the web, the paper was cut up into strips of varying width according to the degree of fineness required in the thread. These strips were then twisted and spun into a yarn ready for weaving into any fabric the same as cotton yarn. The jute texilose was mainly produced for the manufacture of cement bags, which were exceptionally light in weight, strong and very cheap, a bag capable of containing 110 lbs., costing about 2½d. and weighing 18 ozs.

A sidelight is cast upon German labor values in the statement that in the controlling of the exilose machine, the labor required is one man on a ten-hour day at 18s. per week. So much for the condition of the German worker.

A TRIUMPH OF GERMAN SCIENCE

Samples of "Silvalin" yarn and products were exhibited in October, 1913, at the City Hall Textile Exhibition, Manchester. This material is produced by the Kron process, consisting in the formation of a moist web of wood pulp cellulose, which is divided into strips after reeling by the action of a series of water jets. The pulp strips are then subjected to rolling pressure, solidified and dried, then re-wound on a series of discs. Following this they undergo a winding off and twisting process, for conversion into thread preparatory to weaving into fabric. A Manchester company held control of the Silvalin interests in this country, and at the time the process and its exhibits evoked a considerable amount of curiosity and admiration.

PAPER-MAKING IN CHINA

THERE are only three mills in China equipped to produce paper similar to the imported articles, says the *British & Colonial Printer*. Two of them belong to the Chinese Government, and are situated in the adjacent cities of Hankow and Wuchang, on the Yangtze. The third is at Shanghai.

The two Government mills are equipped with American machinery, and engineers were brought out from the United States to install the machinery and superintend the work. One is the property of the provincial Government of Hupeh, and the other of the central Government. They have been idle the great portion of the time since their installation, for several reasons, including breakdowns in the machinery. The one belonging to the central Government is now in operation, and there has been talk of re-opening the other. The former is a large and well-equipped plant, capable of turning out most grades from common cap to bank-note paper. At present the output consists of cheap "news" and book paper, cover paper, and colored sheets, the bulk being of the first of these classes, for the native newspapers. The mill employs both sulphite and mechanical wood pulp.

The mill at Shanghai is owned by a Japanese concern. It is well equipped with three large machines and has a daily capacity of 50 to 60 tons. The output consists of machine-glazed cap, cheap news-print, and wrapping and tissue paper. The total product is said to be sold for several months in advance, so far does the demand for foreign style paper in China at present exceed the supply.

The imports of paper for the eight years from 1908 to 1915 show an expansion of 75 per cent. up to 1914, while in 1915 there was a small falling off, but this was due wholly to a shortage, not in the demand but in the supply.

Wood pulp first appeared in the import returns in 1909, with a quantity of 1,526 short tons; and this had increased with some fluctuations, by 1915, to 2,425 tons. Prior to the outbreak of war the principal countries of origin were Sweden, Norway, Germany and Great Britain, with negligible amounts from a few other countries, including the United States. In 1915 Great Britain and Germany had disappeared from the list, and Japan stood second only to Sweden; while imports from the United States, though still small, had materially increased. Practically all of the imports are entered at Shanghai and Hankow.

The classes of foreign paper for which the demand is greatest are machine-glazed cap, cap with one side calendered, print paper (calendered, uncalendered, and colored), news-print in cheap grades, cover and art paper, glazed and tissue paper, kraft and wrapping paper, and strawboard.

Machine-glazed cap is manufactured particularly for the Chinese market and heads all other varieties in the import returns. It is almost a tissue paper, and the large demand for it can be understood by referring to the customary form of Chinese books and pamphlets, which are usually printed with uncut leaves and on one side of the paper only. It comes in sheets, 25 by 44 inches, 500 of them weighing 16½ pounds. Large quantities are received from Norway and Sweden, and

smaller quantities (in normal times) from Germany and Austria.

Colored printing paper—pink, green, yellow, and orange—is much used for posters, street advertising, etc. It may be glazed on one side, but usually is unglazed. Cheap newsprint is bought mainly in the 31 by 33 inch size, 37 pounds to a ream of 500 sheets. There is some demand for 27 by 40 inch and 25 by 30 inch sizes. It is this paper that is mainly used for Chinese newspapers, job work, Chinese account books, scratch pads, wrapping paper in silk shops, and linings for tea boxes.

Cover and art paper, glazed and embossed, is much used for covering fancy boxes and making Chinese envelopes. Glazed and tissue papers, in white and many bright colors, are used for making paper ornaments and artificial flowers and many other purposes of a similar nature. Kraft and wrapping papers have a fairly large sale. Strawboard comes almost entirely from Japan, being imported in all weights, and by the ton. There is some demand for foolscap paper in the 16½ by 27-inch size, 32 pounds to a ream of 480 sheets; for glazed printing papers in the 27 by 40-inch size, 60 pounds to 500 sheets, and the 31 by 43-inch size, 70 pounds to 500 sheets; and for unglazed printing paper in the 27 by 40-inch size, 60 pounds to 500 sheets. These are used for the better class of Chinese books, for books printed in English, and for foreign account books.

TORONTO PAPER MILLS OF A PAST DAY

THERE are probably none now alive who remember the days when the Skinner and Eastwood mills on the Don supplied Wm. Lyon Mackenzie with paper for his journals. In this connection Mr. Colin Skinner Eastwood, of Denver, Col., son of Mr. John Eastwood, and now nearing his ninetieth milestone, relates an interesting incident. While Mackenzie and his insurgents were established at Galloway Hill, the elder Eastwood, accompanied by Mr. Wm. Ketchum, brother of Jesse Ketchum, whose name is perpetuated in Toronto through his annual bequest of books, went to interview the rebel leader in reference to some indebtedness for paper supplied. An arrangement was made, with the sanction of Sheriff Jarvis, by which the Washington press and types were turned over to Eastwood.

It is said that the first paper in Upper Canada was made at the Don mills, but the Crooks mill at Flamboro also claimed that distinction. Mr. Eastwood, sen., was born in Todmorden, Yorks, Eng., in 1792, and came to Canada in 1815, first settling in Drummondville, and engaging in trade between Buffalo and Niagara. It was he who laid out the village of Todmorden, naming it in honor of his birthplace. In 1836 Mr. Eastwood, along with Wm. Cawthra, was an alderman for St. Lawrence Ward, Toronto. He died at the age of sixty-five.—*Toronto Telegram*.

WAR TAX ON NEWS PRINT

SPEAKING at the banquet of the Canadian Pulp and Paper Association in Montreal, last month, Sir George E. Foster, Minister of Trade and Commerce, stated that shortly additional war taxes will be levied, and that the paper-making industry was one of the greatest in the country, exporting millions of dollars' worth of raw material, in the form of ground wood, etc., and finished product, in the form of paper, and that it should bear a greater proportion of the war tax of the Dominion. This is interpreted to mean that an additional charge will be made on all paper and paper-making supplies shipped into the United States. Canada exports 1,550 tons of news print daily, 1,200 of which goes to the United States.

BRITISH ROYAL COMMISSION ON PAPER

REGULATIONS, revised February 21st, 1917, (cancelling all previous lists), have been issued by the Royal Commission covering 1917-1918:

1. Under the provisions of the Proclamation of His Majesty the King, dated February 15, 1916, no paper or paper-making materials may be imported into the United Kingdom by any persons other than those who are licensed by the Commission, or by an agent acting on behalf of a person so licensed.

PRINTED MATTER, COATED PAPER, PAPER HANGINGS, ETC.

2. The importation of printed forms, writing paper with printed headings, calendars, show cards, labels, posters and color of lithographic printing, and other printed and coated paper and paper hangings will not be permitted.

The importation of such printed matter as newspapers, magazines, periodicals, catalogues, price lists, and unbound books, other than single copies sent through the post, will not be permitted, except in special cases for which a license may be granted in exceptional circumstances.

WRAPPING AND PACKING PAPER, STRAW AND OTHER BOARDS, BOXES, AND CARTONS.

3. Licences may be granted to importers of wrapping and packing paper, strawboard, millboard, wood pulp board, cardboard, pasteboard, and boxes and cartons of paper, cardboard, etc., to import during the twelve months commencing March 1st, 1917, one-fourth of the weight which they imported in the previous year on other than special extra licences. Extra licences for the importation of these goods for Government purposes will be granted by the Commission only on production of an authority from the Department concerned.

OTHER PAPER

4. Licences may be granted to importers of paper other than that which is included in regulations 2 and 3 to import during the 12 months commencing March 1st, 1917, one-half of the weight of such paper which they imported in the previous year on other than special extra licences.

PAPERMAKING MATERIALS.

5. Licences may be granted to papermakers to import during the 12 months commencing March 1st, 1917, one-half of the weight of papermaking materials which they imported in the previous year on other than special extra licences. Licences may be granted in exceptional cases to dealers in papermaking materials.

General regulations which apply to all importations under licences issued by the Commission are also published. We extract the following:

Where a person imported a smaller quantity of paper or papermaking materials in the previous year than the regulation proportion of his importation in 1914 and reduced the stock which he held on March 1st, 1916, the Commission will consider an application for the adjustment of his licences for the year commencing March 1st, 1917. Such an application must be made before March 31st, 1917, and the Commission will require to be satisfied that any licences granted to him for paper or papermaking materials which he did not import were not used by or on behalf of any other person.

The "previous year" is the 12 months March 1st, 1916, to February 28th, 1917.

Licences will be granted subject to the condition that the licensees comply with the regulations and requirements of the Commission as to the distribution of the materials and paper imported and of the paper made from the imported materials.

The licences issued will be subject to withdrawal by the Commission at any time.

No allowance of extra weight of paper or materials can be made for new businesses, newspapers, increased business, or increased circulation, since March 1st, 1916.

No allowance of extra weight will be made after March 1st, 1917, for wet chemical pulp.

Transfers of licences will only be made on the basis of ton for ton if the change is to be made from paper to material, and of one ton of paper for 30 cwt. of material if the change is to be from materials to paper.

From the foregoing it would appear that single copies of newspapers, magazines, trade papers, etc., sent through the post are not excluded. If this is so it will be welcome news to Canadian publishers who have been perplexed and upset by the scanty news they have had previously.

PAPER NOTES

THE campaign in the United States to save wrapping paper has cut consumption to the extent of three carloads a day, which means that three machines which were formerly on this grade may be available for the manufacture of newsprint.

Philip T. Dodge, president of the International Paper Co., in a published communication says: "For years the price of newsprint has been an absurdly low one—so low that not one new news mill has been built in the United States, although a number of large mills have been built in Canada. . . . In the last few years the largest of the Canadian mills not only failed to pay dividends, but failed to meet its bond interest. No industry has been more outrageously treated than the news industry in the United States. . . . The International Company is in the same position as any other manufacturer: it has a right to use its plants to manufacture those products for which there is a demand, and which it finds most profitable."

GERMAN DAILY USES CANADIAN NEWSPRINT

The *Montreal Journal of Commerce* asserts that the *Staats Zeitung*, of New York, is printed on paper made from ground wood and sulphite pulp imported from Canada, and that the Hearst string of papers are also printed for the most part on paper manufactured from Canadian raw material. Surely the Trading with the Enemy Act covers these cases, suggests the *Journal of Commerce*.

SPANISH RIVER PULP MILL ORDERS NEW MACHINE

The Spanish River Pulp & Paper Company has ordered a new paper machine for its plant at Espanola, Ont. The machine will probably be in operation early in the fall of this year and will give the mill an additional capacity of 50 tons daily.

FUTURE PAPER-MAKERS

THE Pulp and Paper Association of Canada is endeavoring to arrange for a special six or twelve-month class in physics, chemistry, draughting and mathematics for a dozen first-class paper makers, who need perfecting along the line of scientific principles. A request has been made to the Central Technical School of Toronto to give figures of cost for such a class and the Association expresses its readiness to foot the bill.

ALPHABET OF SUCCESS

Ambition	Nerve
Brains	Optimism
Control	Perserverance
Determination	Quality
Efficiency	Reliability
Fearlessness	Sobriety
Grasp	Tenacity
Health	Usefulness
Interest	Veracity
Judgment	Will
Keeness	Xperience
Loyalty	Years
Manliness	Zeal

LYDIATT'S BOOK FOR 1917

THE fourth edition of W. A. Lydiatt's *What's What in Canadian Advertising* has just been issued. Annual editions of this most useful publication are made necessary by the many changes in publications, advertising rates, circulations, persons, and other particulars of importance. How many these changes are is perceived only on a close examination of one year's book with another's.

The compiler and publisher of this convenient and indispensable book has improved this year's edition in several directions. Much of the tabular data which appeared in the opening pages of former editions has been placed at the back. So also have the maps. This change brings the particulars relating to media to the front, and it is these particulars—specific information concerning publications—that most users of *What's What in Canadian Advertising* are interested in and users of.

The foreign representatives of Canadian publications, with lists of papers they represent, is an appreciated feature of Lydiatt's Book. But of greater interest and value is the list of advertising agencies in Canada, United States and England placing business in Canadian publications, with accurate and carefully compiled lists of their clients. This feature makes this commendable hip-pocket volume of very special value to advertising managers and solicitors.

Changes in advertising rates have occurred with practically all the more important mediums during the past year—increases not always based on increased circulation, but frequently, and perhaps generally, due to increased publishing costs.

Compared with the rates quoted in the 1916 Edition of Lydiatt's Book, this year's rates show an average increase per thousand of circulation of approximately 12½ per cent.—this based on the rates of the 47 publications having 25,000 and more of circulation: newspaper rates per 1,000 of circulation have advanced 13 per cent., magazines 12 per cent.

Bill posting rates show an average increase of 20 per cent. over last year's rates.

A page possessing interest shows the distribution by provinces of Canada's principal mediums of national circulation. Another interesting and helpful page lists Canada's Biggest Circulations, their frequency of issue, class, circulation, and minimum rate per inch per 1,000 circulation being indicated.

The book is well patronized by the leading publications, a fact which is worth noting because it shows that the more important publications are not loath to be represented by advertising in a book which is so generally used by buyers of their space. Those who are appreciative of the book's value may not be surprised at the extent to which it has come into use among advertisers in Canada, the United States and in many parts of the world where there are advertisers who are interested in Canadian mediums.

So far as **PRINTER AND PUBLISHER** knows Lydiatt's Book is the only book thus far successfully established as an entirely independent venture. This fact has doubtless had some influence in securing the confidence of many large agencies and advertisers who have come to look on it as the most reliable and complete source

of information about trade conditions, market possibilities and advertising mediums in Canada.

The moderate price of the book, \$2.00, is not the least praiseworthy feature of this publication. Its compilation and annual revision, together with the limited sale which a book of this character possesses, lead one to wonder if the publisher derives any profit whatsoever from his venture and service for Canadian advertising interests.

NEW NAME FOR MAHIN ADVERTISING AGENCY

ON April 2 the name of the Mahin Advertising Company was changed to Wm. H. Rankin Company. The Mahin Advertising Company was established nineteen years ago.

Wm. H. Rankin became vice-president of the organization eight years ago.

The directors and stockholders of Wm. H. Rankin Co. are: William H. Rankin, president; Wilbur D. Nesbit, vice-president; and Herman A. Groth, secretary-treasurer.



Print shop of W. E. Hedges, 77-79 Bay St. S., Hamilton. Mr. Hedges started four years ago with one press.

ADVERTISING NOTES

The Canadian Advertising Agency has secured the advertising account of the Eastern Townships Corset Co. (E. T. Brand), of St. Hyacinthe and Montreal. Copy will start in a selected list of media. This account is the fourteenth new account secured by this agency since January first.

The Canadian Government floated the new Canadian war loan by preliminary advertising in practically every paper and periodical in Canada. The business was placed direct by the King's printer. Leading financial houses advertised the loan as well.

Lawrence G. Cluxton, a special representative, Montreal, was granted judgment for \$1,108.11 for alleged commissions due on advertising by the Vanderhoof-Gunn Co., Limited. The defendants had contended that some of the advertisements claimed to have been procured by Cluxton had not come through him. After hearing the evidence the court awarded judgment to the plaintiff for the full amount of his claim. L. G. Cluxton is an "unrecognized" advertising agent, and, therefore, not entitled to the customary agency commissions. Many publishers, however, accept his business and allow agency commissions.

NEWSPAPERDOM

Prof. Miliukoff, famous Russian revolutionist, has been known as the editor of the *Ryetch*, the most liberal of Petrograd papers. For many years he has been regarded as a source of danger to Russian bureaucracy, and when in 1908 he visited the United States for a few days and delivered a notable speech at Carnegie Hall before the Civic Forum he was officially warned to keep careful record of what he said, if he wished to avoid a jail sentence on his return. At that time the Russian Embassy sent a hint to the White

House that the Russian Government would not consider it a friendly act if any particular attention was paid to Miliukoff. It is some indication of the growing power of liberal ideas in Russia, and of the weakening of the autocratic clique that Miliukoff, recognized as an enemy, could become eminent as an editor and as a leader in the Duma and yet escape punishment. The present revolution came upon the public with the suddenness of a flood, but in Russia for years the melting of the snows upon the hillside, and the swelling of the smaller streams was clearly seen.

When the stars of the two local papers in the little village of Peterborough appeared before the British military tribunal for their regular semi-annual exemption they were informed that the mayor had decided the two papers should merge into one, and that half of them could go and get measured for khaki.

A quarrel between Dr. Karl Helfferich, the German Secretary of the Interior, and the Berlin newspapers over the Government's distribution of print paper has been brought to the attention of the public by the refusal of the newspapers at the German capital, with the exception of the Socialist newspaper *Vorwaerts*, to print the speech delivered by Dr. Helfferich during the recent Budget debate. The newspapers declared they were unable to print the Secretary's speech owing to the scarcity of paper. In the course of a formal report of the Reichstag proceedings in the various journals there appeared this passage: "Then Secretary of State Helfferich made a long speech, the reproduction of which we must suppress in accord with great Berlin newspapers, owing to the scarcity of paper."

The National Editorial Association of the United States is planning an excursion to the Canadian Rockies following its four days convention in Minnesota next July.

The Minnesota Editorial Association has prepared a Style Book for Newspaper Composition, which suggests uniform and approved rules of punctuation, capitalization, etc. Every newspaper office will be supplied with copies.

G. H. FROST DEAD

THE death occurred at his home in Plainfield, N.J., last month, of George H. Frost, a member of the well-known Frost family of Smith's Falls.

The late George Henry Frost was born on July 9, 1838. He entered McGill University, graduating in 1860 as a civil engineer. In 1863 he moved to Chicago.

After the great Chicago fire in October, 1871, Mr. Frost did much engineering work incidental to the rebuilding of the city and the establishment of property lines in the burned district.

The fact that not a single journal in the interests of civil engineering was existent in America at that time turned Mr. Frost's attention to a new field of endeavor, and in April, 1874, he brought out the first number of the *American Architect and Surveyor*, a very modest monthly sheet, but in 1876 this was changed to a weekly publication, and renamed *Engineering News*, by which name it is known to this day. It was Mr. Frost's pride that he carried the entire first issue to the post office and that during his thirty-seven years of ownership it never missed an issue and always came out on time.

The journal steadily prospered under Mr. Frost's management and became the leading authority on civil engineering and allied subjects. In 1911 it was sold to the Hill Publishing Company, of New York, which has recently merged with the McGraw Publishing Company.

Mr. Frost retired from active business when he sold *Engineering News* in September, 1911, and devoted his leisure to study and travel. During the last twenty years, Mr. Frost visited most of the countries of Europe, and also made extended trips to Egypt and South America and in the United States.

Mr. Frost was one of four brothers, Charles B., who died in 1909; Francis T., who served as a member of the Canadian Senate for 18 years, and who died in August, 1916; and William H., of Smith's Falls.

PRINTING AND PUBLISHING IN GREAT BRITAIN

THE announcement of the Prime Minister that the importation of paper was again to be cut down and limited to almost one-third of what it was in 1914 caused considerable uneasiness among printers, newspaper proprietors and other extensive users of that material, the outlook for whom is extremely gloomy and uncertain. The ordinary printer who works for commercial customers may not feel the shortage quite so much as will his confrere the newspaper proprietor, who will suffer severely, and can keep his publications going only by increasing their price, with a likelihood of smaller sales, or reducing the size of the papers. The latter alternative is serious from another point of view, as it means less employment for those who earn their bread by following the profession of the pen.

* * *

The immediate result in the newspaper world is, as has been said, an increase in price or a reduction in size. Mr. Garvin's *Observer* is in future to be twopenny, and a number of local papers have increased their price from a penny to three halfpence. In London the *Daily Mirror* and *Sketch* have raised their price to a penny, while the *Daily News*, and other newspapers, announce a reduction in size while continuing publication at the same price.

* * *

For the British printer, however, the Prime Minister's announcement that the importation of printed posters and other foreign printed matter, books and periodicals, has been prohibited, is welcome news. To allow printed work done in other countries to enter Britain while the Home printer was handicapped by the paper shortage would have been most unfair, and it is highly gratifying to know that the importation of foreign printing has at last been ended.

* * *

In the House of Commons the Parliamentary Secretary to the Board of Trade, said the Government deprecated the starting of new newspapers at the present time, and the restriction of the import and paper and papermaking materials now enforced, and which would now be made more stringent, would have the effect of discouraging such enterprises.

* * *

By the authority of the Board of Trade the Paper Commission has announced that it would consider applications for licenses to permit the posting or delivery of tradesmen's catalogues, price lists, and advertising circulars up to but not after March 25th, in cases where the work of printing, lithographing, or engraving them was "actually commenced" before Saturday, March 3rd. Every such application had to be accompanied by a statutory declaration, that is a declaration in a statutory form, sworn before a justice of the peace or commissioner for oaths, made by the printer or other person by whom the catalogue, price lists, or circulars were being produced, and had to state the nature of the catalogue, etc., and the precise date when work upon it was commenced.

* * *

The restrictions on the printing of posters have been put in force, and henceforward no paper poster may be produced the superficial measurements of which exceed 600 square inches, or double-crown size. After March 10th the exhibition of paper posters making an announcement with respect to the contents of, or advertising in any manner, any newspaper or periodicals was prohibited except at the place of publication, and similarly no retailer may display paper posters respecting goods offered for sale except at the premises of sale.

* * *

For the purposes of the order the expression "paper poster" means a poster made entirely or partly of paper. The expression "poster" includes any advertisement, announcement, or imitation whether in words or in pictorial form or otherwise, exhibited

of intended to be exhibited, and means each copy of a poster. An advertisement, announcement, or imitation consisting of any combination of posters is to be treated as one poster.

* * *

Another clause in the Order provides that no person shall on or after March 10th despatch, or cause to be delivered, to any person through the post or otherwise, any advertising circular except in response to a request in writing. It will thus be seen that the Order is one that will very seriously affect the printing trade, and especially the lithographic section of it. The firms specializing in pictorial poster printing have been severely hit, and it looks as if, in many cases, they will have to close down altogether.

* * *

The long continuance of the war has brought about a very difficult situation in regard to the supply of copper and the Government having taken over the entire control of that metal, process engravers were placed in an extremely awkward position, and they were forbidden to use it in the making of blocks. This state of affairs promised to be serious, but the Federation of Master Process Engravers, has, after considerable difficulty, succeeded in getting an agreement with the Government which permits the importation and use of copper for the purposes of the photo-engraving trade, provided an amount of old copper equal in weight to new plates purchased is returned by the engraving firms to the Government.

* * *

In pursuance of this arrangement, notice has been given to printers and others that all copper half-tone blocks will in future be sold only on condition that they are returned to the producing firm, after use—or an equivalent weight of old copper plates—within one month from the date of sale. Should the printer be unable to guarantee the return of the required weight of metal, all work, beyond the amount returned, will be done on zinc. In most printing offices there are plenty of old copper half-tone blocks that are never likely to be used again, and these can be turned out and sent to the blockmaker, who will credit their weight at the current price, as fixed by the Government, less allowance for waste, etc., and this weight will be credited to the printer against his account.

* * *

In order that British manufacturers may have an opportunity of familiarizing themselves with German and Austrian methods of advertising, the Board of Trade have collected over 7,500 specimen catalogues of German and Austrian origin, and these may be inspected at the Foreign Samples Section of the Department of Commercial Intelligence. The selection includes catalogues of printing machinery, general printing, paper coating apparatus, types, accessories and materials, inks, bronze powders, account books, and all kinds of general stationery requisites.

* * *

An Art and Research Bureau has lately opened offices in London, W.C. The main business of the Bureau is to supply photographs for illustrating books, periodicals, and other publications. The Bureau has at its disposal unique indexes, giving references to this private collection (to which additions are constantly being made), any subject can be adequately illustrated and photographs supplied, the Bureau being in a position to place this vast amount of material at the service of publishers, editors and authors at a moderate charge. The research department is under the direction of R. A. Peddie, who is well known as the librarian of the Technical Library for the Printing and Allied Trades at the St. Bride Foundation Institute.

BRITISH PAPER RESTRICTIONS

PAPER posters and circulars have been prohibited in Great Britain. This hits newspapers again, for no longer may they display their contents bill except at the offices of

publication. But, after all, that serves the intended purpose of reducing the sales of the papers.

Much greater hardship is inflicted on theatrical companies which, for the purpose of provincial towns, frequently print large stocks of colored posters a year or more in advance. Such stocks will now be absolutely wasted and the waste will serve no good purpose, as the paper is already used.

The prohibition of sending circulars and pamphlets, except on request, will hit the big shops hard. Under other circumstances this might be a wind that would blow good to newspapers whose advertisement space would be more in request than ever for the purpose of securing enquiries. But, alas, the newspapers—except those which have amassed large stocks—have not the paper to provide space. As to those stocks, too, it seems probable that enquiry will be made, for there is a strong feeling that all must be on an equality and those who in securing their stocks, have flouted the interests of the nation during the past 18 months may not be allowed to triumph over their more public-spirited contemporaries.

The alteration of the basis of calculating the use of paper, from 1914 to 1916, is an undeniable hardship upon those who have restricted their consumption of paper in accordance with the regulations. The basis of calculation should obviously be the amount of paper used in a year, when the use of paper was unrestricted not, as is now proposed, the amount of paper used in 1916, when some restricted their consumption and others did not.

MILLIONS OF PIECES OF PRINTED MATTER

THE distribution of printed matter in a country like Canada is not so simple as would appear on the surface. The requirements of National Service cards and envelopes for each city, town, village and hamlet in connection with the recent inventory of national man-power, had to be estimated and listed. Estimates also had to be made of how many cards in English and how many in French were to be supplied to each post-office. Over 20,000 parcels were thus made up and forwarded from the head office.

It is interesting to note that some eight million pieces of printed matter were utilized in connection with the man-power inventory. Seventy tons of paper went into the manufacturing of the cards and envelopes. Owing to the short notice at which the work had to be accomplished, every envelope machine in Canada, making the size required, was requisitioned for night and day service for a considerable period. The mere physical effort in handling these masses of material several times was a factor that had to be reckoned with in outlining the organization.

The National Service card records will constitute a means of solving many of the problems that will confront Canada during the remaining period of the war and after its conclusion. The National Service Board is doing valuable work for the nation by arranging for the efficient maintenance of essential industries and public services, through the man-power inventory.

HOURLY COSTS IN CINCINNATI

Hand Composition	\$1.61
Linotype Composition	1.78
Monotype Key Board	1.32
Monotype Caster	1.74
Job Press81
Job Universal Press	1.07
Automatic Job Press98
Small Cylinder	1.76
Medium Cylinder	2.00
Larger Cylinder	1.99
Cutting	1.27
Hand-fed Folder	1.54
Automatic-fed Folder	1.49
Ruling Machine	1.14
Men's Machine Work	1.47
Forwarding and Finishing	1.04
Girls' Small Machine67
Girls' Hand Work46

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

F. C. Wade, K.C., President, the Vancouver Sun, has been named as a possible High Commissioner for his province in London.

Users of patent insides were this month notified of another 2 cents a quire increase in cost. This is the second similar raise inside six months.

Since the first of the year linotypes have been installed in the offices of the Star, Golden; Kootenaiian, Kaslo; News, Trail, and Gazette, Grand Forks.

R. J. McDougall, of the Herald, Penticton,, is at Victoria during the session of the Legislature, covering the proceedings of the House for the Province, Vancouver.

Randolph Stuart, who for a time issued the Mention, Morrissey, is now in khaki, and has the rank of orderly room sergeant with the Forestry Draft now being mobilized at Creston.

H. W. Power, of the Kootenaiian, accompanied by Mrs. Power, was a Victoria visitor the early part of March for a special meeting of the B.C. Division of the Canadian Press Association.

The Pioneer, Phoenix, which suspended publication about a year, but whose owner, Gilbert Kay, has been operating the plant as a job printery, has closed up shop. Mr. Kay has taken a position with the Granby Mining Co., in that city.

The Cranbrook Herald enjoys the distinction of being issued this month without the services of an editor. Failing to secure a suitable successor to T. H. Kay some of the directors of the company are looking after the editorial work.

T. H. Kay, who has been editor and manager of the Herald, Cranbrook, resigned his position the first of the month, and has gone to Ontario, where he will engage in farming on a small ranch near London. Mr. Kay's retirement is due to failing eyesight.

At the sessions of the convention of pressmen in Victoria last month addresses were given by John M. Imrie, manager of the Canadian Press Association, F. E. Trautman, of the publicity department of the C.P.R., and Herbert Cuthbert, secretary of the Victoria and Island Development League.

SASKATCHEWAN

The Athabasca Herald is putting on a subscription contest. Subscriptions may be paid with grain, chickens, etc. The Herald gets \$1.50 a year from subscribers.

ALBERTA

A. S. Bennett, a former editor of the Melfort Moon, lost an infant son by death last month.

In connection with the change of editorial policy inaugurated by the Regina Daily Post and the Saskatoon Daily Star, involving the elimination of partisanship and bitter political personalities, the Morning Leader announces itself as being in entire agreement with the new departure.

The Weyburn Herald has just celebrated its fifth anniversary. The editor and manager is V. A. Buchanan. For the past two years the Herald has been issued as a semi-weekly. The mechanical equipment of the Herald is surpassed in size and efficiency in Saskatchewan only in metropolitan cities.

MANITOBA

David Phillips, former resident of Dominion City, and founder of the newspaper the Echo, in that town, while walking on the street of Emerson had the misfortune to fall and dislocate his hip.

ONTARIO

George Bridgen, of Toronto, was in Ottawa on business recently.

Travis Tod, of the Federated Press, Montreal, was in Ottawa late in March.

V. E. Brien has resigned from the Ottawa Le Droit, and has been succeeded by H. E. Lemieux.

The printers of Ottawa have been extremely busy and are feeling acutely the shortage of help and stock.

Col. J. B. MacLean, President of the MacLean Publishing Company, Toronto, has been South for a holiday.

J. L. Southall has joined the editorial staff of the trade papers of the MacLean Publishing Company, Toronto.

W. J. Douglas, managing director of the Toronto Mail and Empire, has returned from a sojourn in South Carolina.



THE TRADE MARK OF THE

KITCHENER

Manufacturers' Association

of the British League

The newly organized body for the promotion of the Industrial Welfare of Canada's Busiest City.

This trade mark will be attached to all shipments made by members of this organization, and will stand for Quality and Service to an extent that will be appreciated by the buying public.

<i>President</i>	<i>Secretary</i>
EDWARD C. KABEL Mgr. Dominion Tire Co., of Canadian Consolidated Rubber Co., Limited	W. E. WOELFLE President W. E. Woelfle Shoe Co., Limited
<i>Vice-President</i>	<i>Treasurer</i>
SAM'L J. WILLIAMS President, The Williams, Greene & Rome Co., Limited	W. C. CLEGHORN Vice-President L. McName Co., Limited

This advertisement is appearing in metropolitan newspapers, and marks something new in Canada. Kitchener (formerly Berlin), has been very much in the public eye and speech and opinion since the war broke out, and has been the home of a bitter local fight—between name factionists. This advertising is assertive of an intention to make Kitchener-made products estimable and to break down disfavor.

The Ottawa Journal has recently issued two large "Canadian" editions, which carried a great display of advertising.

The Crabtree Engraving Co., Ottawa, has removed to a new location at 228 Albert St., where ideal conditions obtain.

A. A. McIntosh, business manager of the London Advertiser, has been elected vice-president of the London St. Andrew's Society.

Fred Cook, assistant King's printer, has been selected as one of the Ontario Greater Production Commissioners. Not many things miss Fred.

Andrew J. Harris has resigned as circulation manager of the Galt Reporter and is now with the MacLean Publishing Co. trade publications in Toronto.

Findlay I. Weaver, manager of Bookseller and Stationer, Toronto, was in New York last month in the interests of Bookseller and Stationer's Spring number.

The Toronto Daily News is putting on in Toronto a series of illustrated lectures, Empire Tours, by Julian B. Arnold, son of the late Sir Edwin Arnold.

John C. Kirkwood, editor of PRINTER AND PUBLISHER, addressed the Grocers' and Butchers' Association of Brantford last month on The Cost of Doing Business.

While engaged in feeding one of his presses William Dawson, editor and proprietor of the Parkhill Review-Gazette, had the top of the first finger of his left hand severed.

F. F. McMartin, night editor of the London Free Press, is quite seriously ill at his home with nervous trouble and will probably not be back at his post for some weeks.

Guy W. Smith, formerly with the Office Specialty Co., Toronto, and the Westinghouse Company, Hamilton, is now with the MacLean Publishing Co., Toronto, as accountant.

Pte. Wesley Jenkins, who was a member of the composing room staff of the London Free Press, and went overseas last summer, has been reported killed in action. His brother, Roy Jenkins, is night foreman of the Free Press.

John Pritchard, assistant city editor of the Toronto Globe, was honored by his associates on the eve of his marriage. Wm. Banks, jun., the news editor, made the presentation on behalf of the staff.

John Ross Robertson, proprietor of the Toronto Telegram, spent a few weeks at the Royal Palm Hotel, Miami, Florida, where he has been accustomed to go every spring for the past fourteen years.

John Lewis, one of the editorial writers on the Toronto Star, and a recognized authority on Canadian political history, addressed the Canadian Clubs of Toronto last month on "Fifty Years of Confederation."

W. H. Hewitt, who has been for some time with the Western Canada Flour Mills, has joined the Circulation Department of the MacLean Publishing Co., Toronto, and will look after the subscription end.

Kitchener Manufacturers' Association of the British League have devised a trade-mark to be placed on their products—to signify Quality and Service. The project and enterprise are interesting and suggestive.

The Founding of the Press and the Progress of Journalism in Canada, was the subject of a witty address by Louis Blake Duff, editor of the Welland Telegraph, at a recent fortnightly luncheon of the Hamilton Ad. Club.

John R. Bone, managing editor of the Toronto Star, contributed an article to the Chicago Daily News on the subject of Conscription in Canada. The writer's name was prominently displayed at the head of the article.

Bert Perry, former sporting editor of the London Advertiser, now a flight lieutenant attached to a British Aviation Camp, contributed to the Advertiser a letter in which was given a graphic account of an airman's life and sensations.

Captain Ewart MacKay, eldest son of J. F. MacKay, business manager of the Toronto Globe, has had a providential escape in Flanders, his machine having been shot down, while he has no bones broken, nor has he received any wounds.

M. O. Hammond, city editor of the Toronto Globe, has been engaged for some time past in writing a book containing sketches of the men who arranged the confederation of the Canadian provinces fifty years ago. It will be published in May.

George Elms, of the make-up end of the composing room staff of the MacLean Publications visited Stratford last month as a representative of Prince of Orange Lodge, 111, at the annual meeting of the Provincial Grand Orange Lodge of Ontario West.

The men of the MacLean Publishing Co., Toronto, have formed the MacLean Club, whose objects are social and literary. The first meeting was held last month. A debate, "Resolved that Titles in Canada should be Abolished," was the chief feature of the programme.

Charles Robertson, recently with the Presbyterian Publications, Toronto, which include lesson helps and East and West, as advertising manager, is dangerously ill, and his recovery is improbable. He is a brother of J. S. Robertson, a well-known Toronto advertising agent.

The London Ad. Club is taking an active part in the campaign now on there to secure recruits for overseas drafts of the Seventh Fusiliers. H. B. Muir, of the London Free Press, and T. E. Walsh, of the advertising staff of the London Advertiser, are moving spirits in the campaign.

The Sarnia Canadian had a call last month from Mrs. T. Johnston, of Wyoming, who on renewing her subscription to the Canadian,

stated that she had been a subscriber to this paper since its establishment in 1860 and intended to continue it during her lifetime. Mrs. Johnston is 88 years of age.

Peter McArthur, journalist, lecturer and farmer, of Appin, Ont., addressed the members of the Hamilton Ad. Club recently. The speaker gave a humorous history of his experience in running an advertising agency and which gave him a desire to get back to the farm.

Miss Ethel M. Chapman, of *Farmer's Magazine* editorial staff, Toronto, has resigned to accept a position with the Ontario Provincial Government, with headquarters at the Parliament Buildings, Toronto. Her duties will consist of supervising the lecturers of the various Women's Institutes throughout the Province.

Jerry Madigan, who has been connected for the past year or more as Toronto representative on the *MacLean's Magazine* and *Farmer's Magazine*, Toronto, has resigned to accept a position with the Western Foundry Company, Wingham. Mr. Madigan's uncle is manager of this concern.

The Toronto Women's Press Club held its annual meeting and dinner last month. The following officers were elected: President, Miss Louise Mason; vice-president, Mrs. J. Snyder; treasurer, Mrs. Cherry; secretary, Miss Jane Stuart, and executive, Miss M. L. Hart. Miss Marjory MacMurehy, Mrs. Jack Ringland, Miss Edith Maedonald and Mrs. David Keith.

W. J. ("Chick") Sinclair, for three years in the composing room of the *Toronto Telegram*, and later with the Carswell Printing Co., Toronto, was killed in action in the latter part of 1916. A brother also met death about the same time on the field of honor. Last month a memorial service was held in the church both brothers attended, at which James Simpson, representing the Toronto Typographical Union, spoke.

George Brigden, president of Brigden's Limited, Toronto, was the speaker at a dinner of the London Advertising Club, held on March 28. Mr. Brigden is actively associated with the advertising craft in Toronto, and is president of the Toronto Rotary Club. The question of having each member of the London Advertising Club do his bit this year toward boosting the Western Fair was introduced.

The *Financial Post*, Toronto, has secured as a subscriber Charlie Chaplin, of Los Angeles, California. The manager of *The Post* wrote him in reference to Canadian investments, and had a very nice reply from him, in which he stated that he was very much interested in Canada. He subscribed for \$10,000 of the second Canadian War Loan, \$58,000 of the loan which has just closed, and \$150,000 of the last British War Loan.

John Ness, a Toronto photo-engraver, sentenced to thirty days in jail by Col. Denison for using language detrimental to recruiting, was admitted to bail of \$500, pending the hearing of his appeal from his conviction and sentence. His appeal will be heard in May. An appeal for pardon has also been signed and sent to Ottawa. The incident that led to Ness's arrest and sentencing was, in the opinion of many, an outrage from beginning to end.

Fraser S. Keith has been appointed Secretary of the Canadian Society of Civil Engineers, with headquarters in Montreal. The position was offered to and accepted by Mr. Keith, of Toronto, who was editor and manager of *Construction Magazine*. Mr. Keith is an honor graduate of McGill Faculty of Applied Science, and spent a year at the University as senior demonstrator in electrical engineering. Mr. Keith has had a wide journalistic career, having been associated with the *Canadian Machinery* as editor and later as manager, 1905-6, and the following year he was editor of the *Canadian Manufacturer*. Subsequently he spent a few years in British Columbia, returning to Montreal in the spring of 1915.

QUEBEC

Edmond Chasse, news editor of *La Patrie*, is leaving for Quebec, where he becomes one of the associate editors of *L'Evenement*.

The Telegraph Printing Company, Quebec, has just installed a new No. 3 Miehle. This increase in its press equipment has been rendered necessary by the ever expanding business.

Cameron Kester, M.A., of St. Mary's, Ontario, has joined the *Quebec Telegraph* as editorial writer. Mr. Kester has been associated with well-known Ontario newspapers during the past few years.

MARITIME PROVINCES

Printing and binding in Halifax City are exceptionally good.

T. C. Allen & Co., Halifax, have added a new and latest up-to-date keyboard to their monotype machine.

Gilbert Langtry, for 24 years an employee, and for 29 years its foreman, of the Yarmouth *Herald*, has severed his connection with that paper, and John J. Maller has been engaged to fill the vacancy.

D. Leo Dolan, of Fredericton, has gone to Sydney, where he will take the position of city editor on the *Record*. H. F. S. Paisley, of Sackville, who is well known in Fredericton, is editor of the *Record*.

Dollar Day, March 15th, at Yarmouth, was a great success, the first of the kind inaugurated here. It was generously advertised and the country people responded. The stores were so full of customers that it was impossible to wait upon them. Every merchant was satisfied and it will most likely be repeated.

Major A. J. Markham, formerly circulation manager of *St. John Standard*, has returned from the front on furlough. It is regarded as probable that he will be asked to accept appointment in Canada. His son, Ralph, is at the front, and his brother, of the same name, was killed in action early in war. Lieut.-Col. Alfred Markham, formerly managing director of the *St. John Sun* and now of British Columbia, arrived in St. John recently for a visit. His meeting with his son was a pleasant surprise to both.

NEWFOUNDLAND

W. F. Coaker, founder of the *Fisherman's Advocate*, is now on a tour through Canada and the United States.

J. M. Devine, correspondent to several foreign magazines, has recently been offered a permanent position with an American publication.

While trimming stereo-blocks with a rotary saw, Matthew W. Cook, foreman, of the St. John's, Newfoundland, *Daily Star*, lost the tip of one of his thumbs.

A. L. Barrett, manager of the *Curling Western Star*, paid a visit to Grand Falls, the paper town of Newfoundland, during the fourth week in March.

W. J. Herder, proprietor of the *St. John's Evening Telegram*, who has been touring Canada and the United States the past month, returned home the middle of March. He was accompanied by Mrs. Herder.

Arthur English has accepted a position on the editorial staff of the *St. John's Daily Star*.

H. Y. Mott, at one time editor of the *St. John's Daily News*, has been appointed press censor for Newfoundland under the War Measures Acts of 1914 and 1915.

Dr. Alex. Campbell, president of the Star Publishing Co., publishers of the *Western Star*, at Curling, has announced that he will be a candidate for the District of St. George's for the Liberal-Union party in the general elections, which are to take place in Newfoundland next autumn.

The American papers excluded from circulation in Newfoundland are as follows: *N. Y. American*, *N. Y. Journal*, *Boston American*, *Boston Sunday American*, *Chicago Examiner*, *Chicago American*, *San Francisco Examiner*, *San Francisco Sunday Examiner*, *Los Angeles Examiner*, *Sunday Examiner*, and *Herald*, *Atlanta Georgian*, and *Atlanta American*.

It has been proposed to publish a book in commemoration of Newfoundland's part in the Great War. The edition to number about six thousand copies and to cost about thirty thou-

sand dollars, a copy to be donated to each person who serves in the Regiment or Naval Reserve. The book is to contain an official record of the doings of the forces from Newfoundland, and for the purpose of gathering data the editors of the various papers of Newfoundland are to be nominated members of the select special committee of the Patriotic Association.

The Dead

George A. Baetz, editor of the *Fort Saskatchewan Conservator*, died in the Lamont hospital recently.

Miss Kate Philip, well known in Brantford social circles, and former society editor of local papers, died suddenly in that city of heart failure.

David A. Givens, city solicitor of Kingston since 1912, and brother of W. R. Givens, proprietor of the *Kingston Standard*, died March 5, aged sixty-four.

John Russell Scott, a native of Frontenac county, died recently in his 84th year. He was managing director of the *Napanee Paper Co.* for twenty years.

Mr. Wilfred S. Hall is dead at Lindsay, aged 30 years. The deceased was a member of the *Warder* mechanical staff for years, having learned his trade in that office. He first started with the late Geo. Lytle, who was then proprietor, and continued in the employ after it had been taken over by the late Allan Gillies.

Hon. P. Boucher de la Bruere, who has for the past forty years been a conspicuous figure in Quebec's public life, is dead. The late Hon. Boucher de la Bruere was a noted editor in his day, and was responsible for the opinions expressed in the *Courier de St. Hyacinthe*, which, at that period, was highly considered by Canada's leading men.

Alexander Moody, one of the oldest master printers of Halifax, is dead. He was for many years on the staff of the *Halifax Reporter*, later joining the composing room staff of the *Recorder*. About 30 years ago he branched out for himself in the job printing business, since which time he had zealously worked at the trade. He was 64 years of age.

Charles LeClair Ellis is dead, at Stratford, aged 55 years. He had a strong inclination towards newspaper work and a taste for politics. When about twenty he found positions with the *Times* and later with the *Herald*. Moving to Windsor he worked on the *Record*. He also for a time was editor of the *Dresden Times*. Later he engaged in theatrical publishing and of late years was engaged in getting up special editions for weekly newspapers.

The death occurred at Bronte last month of Joseph Joyce, in his eighty-first year. About forty years ago, deceased was associated with his brother, R. P. Joyce in the publication of the *Oakville Express*. Those were troublesome times when party spirit was bitter and led to rivalry and much personal strife. The other local paper was the *Argus* and each paper had a backing ready to slam the other through the rival sheets. Fist fights were not uncommon. Later Mr. Joyce went to Utica, N.Y., where he was a printer for years before retiring permanently in Bronte.

C. J. Harcourt, of Harcourts Limited, Birmingham, is dead in England. Mr. Harcourt was at one time connected with the editorial staff of the *Toronto Globe*, when Hon. George Brown was the proprietor and Gordon Brown editor-in-chief. He had the reputation of being a facile and forcible writer. In his capacity as a representative of the *Globe*, he accompanied the late King Edward (then Prince of Wales) on his tour through Canada. He left the *Globe* in the early '60's and returned to England, assuming the business of his father, with which he retained his connection until a very short time before his death.

William Blakemore, a resident of Victoria, is dead, in his 63rd year. As a mining authority he was recognized as one of the most notable and best informed in Western Canada, while as editor of *The Week* and other local publications he exercised a wide influence. He was a native of Wolverhampton, England. In 1893 he came to Canada and



Tinned Stitching Wire

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WHOLESALE HOUSES OF PRINTERS
AND BOOKBINDERS SUPPLIES.

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BY

THE STEEL COMPANY OF CANADA
HAMILTON LIMITED

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High Grade Machinery

Just like S. & B. Hard Metal Type, the machinery we handle is of the highest grade procurable—the best money can buy. Herewith is a partial list of the machines for which we are the Canadian agents:—

Delphos Two-Revolution Presses,
with Mechanical Feeders.
Swink Two-Revolution Presses.
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Auto Presses.
Golding Jobbers.
Pearl Presses.
Victoria Presses.
Keystone Automatic Cutters.
Golding Levers, Power and Auto-
matic Cutters.

Diamond Cutters.
Advance Cutters.
Hall High Grade Folders.
Eclipse Folders.
Golding Proof Presses.
Shindewond Proof Presses.
Brower Proof Presses.
Vandercook Proof Presses.
Challenge Proof Presses.
Franklin Perforator.
Gem Perforator.

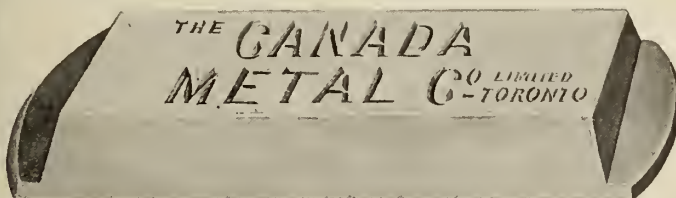
Peerless Perforator.
Burtens Rotary Perforator.
Dahly Punching Machine.
Tatum Punching Machine.
Standard Punching Machine.
New Jersey Wire Stitcher.
Hand and Treadle Wire Stitchers.
Miller Saw Trimmer.
Bull Dog Saw Trimmer.
Hickok Ruling Machines.

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A COMPLETE STOCK OF OUR TOUGH METAL TYPE ON HAND FOR SERVICE TO OUR CUSTOMERS.
GET SPECIMEN SHEETS OF UP-TO-DATE FACES.

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Our Special Combination Newspaper Metal

The same metal used in Linotype and Stereotype pot.
Suitable with pump or ladle. Saves time and trouble
with Improved Results.

*We guarantee a perfect Plate or Slug from start to finish. This is a perfect metal for
large or small newspaper offices.*

GIVES A CLEAR, BLACK FACED LETTER

THE CANADA METAL COMPANY, Limited

MONTREAL

TORONTO

WINNIPEG

was engaged by the Dominion Coal Company of Cape Breton as mining engineer. Later he became associated with the Crow's Nest Pass Coal Company, and for three or four years, beginning in 1897, he served that concern in the capacity of mining engineer. He left the Crow's Nest Pass Company to accept the position of consulting engineer to the Canadian Pacific Railway. It was not long afterwards that he abandoned the active practice of mining engineering. After leaving the C.P.R. he entered the newspaper field and took over the plant of the old *Nelson Tribune*, in 1905. The wider opportunity in this branch of work offering on the coast prompted him to leave the interior and go to Victoria, arriving there in 1905. When the *Victoria Evening Post* was founded, Mr. Blakemore was appointed to the editorship, and when that paper discontinued publication he assumed control of *The Week*, purchasing the interests of its previous owner, Mr. Finch. He continued to be editor of *The Week* until his death. Its publication will not be suspended, but it will be issued as previously on Friday, of each week. He took over *Westward Ho*, a magazine published about six or seven years ago, and conducted its editorial policy for a short time, and also secured *The Week End*, established by the late Mr. F. Churchill. This paper Mr. Blakemore amalgamated with *The Week*. As a newspaper man he wielded a graceful pen, and his articles were scholarly, forceful and characterized by sound judgment.

NEWS NOTES FOR U.T. AND F.C.A.

Many costs reports for the year 1916 of the individual members of the United Typothetae and Franklin Clubs of America, have already been received at National Headquarters to be used in the compilation of the Composite Statement of Cost for the past year. The report this year is very much more comprehensive in its scope and the National Organization is looking forward to the best reports they have ever received.

The New Treatise on the Standard Cost Finding System is just off press. This is in pamphlet form and shows the various blanks used in connection with the System. These blanks are filled in and might be called working forms to give any printer, not thoroughly familiar with cost-accounting schemes, a comprehensive idea of the workings of the Standard Cost Finding System. There has been such a renewed awakening of interest in cost accounting, particularly among printers, that the organization is bending every effort to meet the demand for information regarding the Standard System. Printers who had not yet investigated the Standard Cost System had better do so by addressing their communication to the United Typothetae and Franklin Clubs of America, 608 South Dearborn St., Chicago.

In the *Bulletin* of the United Typothetae and Franklin Clubs of America, an article entitled "Cost of Newspaper Advertising" has appeared in the last three issues. This article will be printed in pamphlet form and mailed to any printer on request.

* * *

The staff of Cost Accountants of the United Typothetae and Franklin Clubs of America have been kept real busy during the past few months installing the Standard Cost System in plants throughout the country. The demand for this work is increasing daily and is a good indication of the growth of the Standard Cost Finding System. Numerous plants throughout the country operating under other methods have revised their systems to conform with the Standard. Many inquiries have also been received at National Headquarters from other industries for information pertaining to the Standard Cost System. The Federal Trade Commission being instrumental in advising the inquirers to get in touch and study the fundamentals of the Standard System of Cost Finding of the United Typothetae and Franklin Clubs of America.

F. W. Fillmore, Head Cost Accountant, United Typothetae and Franklin Clubs of America, reports that over 100 annual statements of cost of production have already been received to be compiled into the Composite Statement for the year 1916. Indications at this early date are that the Composite Statements for this year will be the most complete ever issued by the organization.

* * *

The recording of Bindery Production as advocated by the Price List Committee of the United Typothetae and Franklin Clubs of America, through their Treatise Classification of Bindery Operations and Operation Numbers, is taking a strong grip on the craft throughout the country, where, heretofore, the recording of bindery output has seemed a difficult matter it has now been so simplified that printers and binders have no excuse whatever for not compiling data covering their bindery production.

Those who have not yet investigated this scheme of production recording should get in touch with National headquarters, United Typothetae and Franklin Clubs of America, immediately.

A. A. C. OF W. CONVENTION

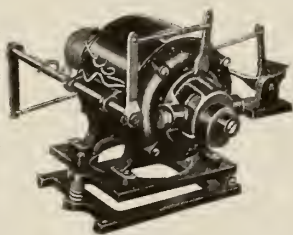
The general sessions of the approaching A. A. C. W. convention (June 3-7), with the single exception of the Sunday afternoon inspirational meeting, will be held at the Jefferson Theatre, just across the street from the Jefferson Hotel, which will be convention headquarters. The Sunday afternoon meeting, weather permitting, will be an outdoor affair, in the quadrangle of the university, but arrangements will be of such a character that it can be shifted to the gymnasium or some other building at the last minute if necessary.

The departmental sessions and interdepartmentals will be held, for the most part, under one roof—that of the Municipal Courts Building, a walk of five minutes from the Jefferson, while the advertising exhibit will be housed on the first and the second floors of the City Hall.

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO WINDSOR

THE "KAZOO" MOTOR for Job Presses



Perfect variable speed control with alternating current.

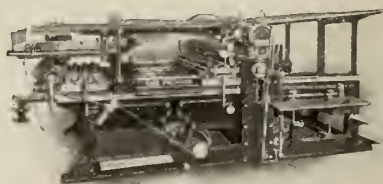
Write for our book on Printing Press Motors.

R. P. WARNER ELECTRIC COMPANY
Kalamazoo, Michigan

Don't forget to write the advertisers and when you do, don't forget to mention Printer and Publisher.

Slightly Used

Premier Whitlock



Chance of a life-time to get a real snap in a fine press

Shipped and Erected Anywhere

Everywoman's World has used this press but three years on its monthly edition. You know the excellent printing of this high-class publication. That's a guarantee of the work this press will do. Speed 1,600 per hour on a sheet of paper 44 x 65.

Reason for sale—here it is in a nutshell: The circulation of Everywoman's World has outgrown the capacity of any two-revolution flat bed press, and the publishers were forced to replace it with a fast rotary press. The press will be sold at rock-bottom price, shipped and erected anywhere. This is a real good buy for some one. Will it be you?

CONTINENTAL PUBLISHING CO.
Limited

62 TEMPERANCE STREET - TORONTO, CANADA

THE FIRST LINOGRAPH IN CANADA

WE have never been quite satisfied with the general appearance of the paper and in consequence we have put in the new typesetting machine the "Linograph"—the first one in Canada—at a cost of considerably over \$2,000, and this gives us the greatest advantage ever secured by a local printing office. Arrangements have also been partially completed to add a new newspaper press, which will give us greater facilities for speed. And we have this week placed in use in our office a large shipment of new type with which we have given a neater appearance to the paper than heretofore.—Wallaceburg Herald.

LINOTYPE SUCCESS

The Mergenthaler Linotype Company's business for the year ending November 15, 1916, was a highly prosperous one. The net gain for the year, after making reasonable allowance for depreciation, was \$1,898,200, an increase of \$431,185 over the year preceding. Net orders were received for 2,312 machines, the greatest number in the history of the company. There were shipped, on sale, 1,976 machines, an increase of 571 over the preceding year; in addition to which a number of machines were loaned for educational and other special purposes. To date more than 21,000 machines have been built in the Brooklyn shops alone. To these must be added several hundred built in Baltimore and thousands built in Europe. The number of new printing offices which adopted Linotypes during the year was 320.

INTERTYPE BOOK

THE Intertype Book, as illustrated on this page, describes and illustrates very finely and helpfully the various Intertype models, besides being a most artistic publication viewed as an example of the graphic art. It is to be commended as a lucid and satisfying advertisement of this typesetting machine—a ma-

THE LARGEST PRINTING PRESS

THE *American Pressman* thus describes a new mammoth double sextuple printing press which will shortly be installed in the Philadelphia *Inquirer* press room. It is the largest and fastest newspaper press ever built. It can be run separately as three quadruples or as two sextuples. This press will print 216,000 sixteen-page papers per hour, folded and delivered, or 144,000 twenty-four page papers per hour, folded and delivered. This press will be operated by three 150-horsepower electric motors; this power being required to drive it at the speed that the press is to run. In order to control the press it is equipped with air brakes, so that it can be stopped in an instant. In its mechanical features it is entirely different from anything of the kind ever built before. The press will be finished some time in the month of April. This press was invented and designed by Mr. Henry A. Wise Wood, and is being constructed by the Wood Newspaper Machinery Corporation, Madison Avenue, New York, the manufacturers of the autoplating machines.

IMPROVED NUMBERING MACHINE

THE use of type-high numbering machines for working on printing presses in connection with type or without has grown to tremendous proportions owing to the varied uses to which they can adapt themselves, and on this account the demand in almost every line of business is for system blanks consecutively numbered.

The special frame for use in connection with numbering machines was suggested by a practical printer.

This particular frame device is made to work with and fit Wetter numbering machines of a special model and to be used together.

The frame is locked in the form with type, one or more at a time, and after the form is "made ready" the numbering machines can be set to the number desired and inserted in the frame without unlocking the form.

that they are all ready for putting on the press when starting up in the morning, thereby saving time that is usually lost.

LASTING QUALITIES OF COATED PAPER

MUCH has been said about the perishable nature of modern printing paper, and it has been said that it is unwise for us to print books which are intended to last, on art paper. An expert was recently invited to give his views on the matter, and he said that it was impossible to guarantee the lasting qualities of coated papers, as at present made under all conditions, but that if books printed on them are carefully preserved from damp they should last a long time—how long only time can tell. The material of which the coating is made is a mineral, and we all know how quickly chalk, clay and other similar earths are affected by damp. In selecting paper for our art books we must remember "earth to earth."

THE LOCKWOOD PRINTING-PRESS ATTACHMENT AND COLOR DISC

A SIMPLE, yet practical, attachment which can be applied to any Gordon press, and by the aid of which the printer can produce facsimile typewritten letter, printing the letter, heading and signature, each in a different color and at one impression, is being placed on the market by the Lockwood Manufacturing & Sales Co., 112 N. 5th Ave., Chicago.

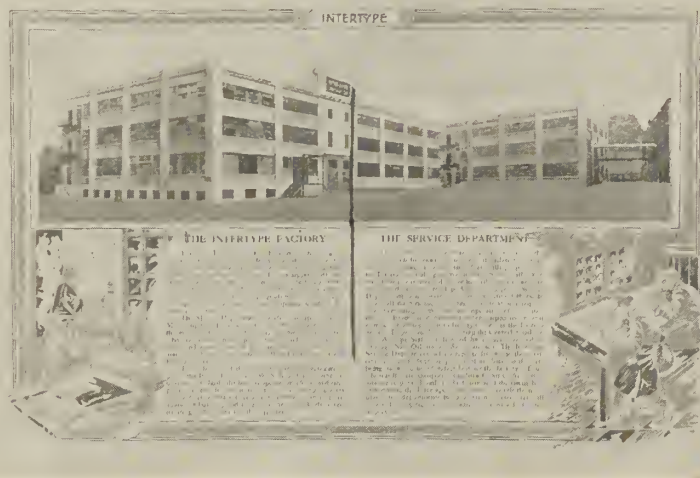
With this attachment the printer will be equipped to handle a profitable business in the production of circular letters, for which there is a great demand, and doing a business of that kind would undoubtedly be the means of his receiving a considerable amount of other job work. The complete attachment consists of a device for holding a ribbon through which the body of the letter is printed and which moves with each impression, and a color disc which is of thin metal, formed to



Cover of publication issued by The Intertype Corporation, Brooklyn, N.Y. The stock was grey Sunburst and the title was embossed in two contrasting greens and gold. The effect was exceedingly rich. Note the hand-lettering of the title. The whole treatment was subdued and rich, and therefore inviting.

chine that has recently, under its new aggressive management, made notable progress in publishers' and printers' favor.

Publishers and employing printers can secure a copy of the Intertype book by addressing the Intertype Corporation, Terminal Building, Brooklyn, N.Y., or any of its United States Agencies.



This reproduction of the centre pages of The Intertype Book is interesting, not alone as an indication of the magnitude of the Intertype Printing Co.'s plant, but also because of its artistic features. The embellishing designs were in delicate tints—a greeny-gray, to harmonize with the cover, and a light buff. Every separate page had its own individual decoration.

This saves the time of stopping the press to clean the machines and also "unlock" the form, thereby preventing trouble and imperfect register—a feature that every compositor or pressman will appreciate.

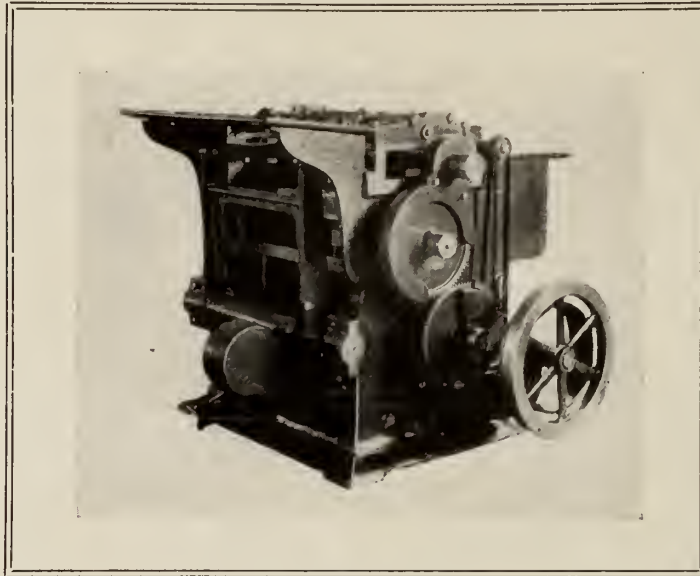
A. H. Benham, in charge of the Bureau of Printing of the Todd Protectorgraph Company, of Rochester, N.Y., is the originator of this little time-saving device.

Their system is to have all the chases removed from the presses at night, and have a man take out all of the numbering machines, clean them and insert them in the frames so

fit over the ink-plate and stenciled in such a manner as to allow the rollers to take two or more colors from the revolving ink-plate without mixing.

A set of adjustable sectional rollers, complete with cores, is also furnished. It is claimed that by the use of the color disc a wide variety of job work can be printed in two colors, at one impression, by the work-and-turn method. The attachment can be left on permanently, as it is not in the way when the press is to be used for other work.

For your high grade general job printing—



THE OSTERLIND

HAND feed on the Osterlind is more productive than automatic feed on other presses. The *Receding Feed Guides* make this possible. A standard variation of speed of from 2,200 to 4,200 is easy and accurate on the Osterlind.

THE register of the sheets is not disturbed in the slightest by the receding feed guides. They guarantee an absolutely sure register by hand.

The Osterlind will give you more and better service than three job presses at the cost of operating one ordinary Gordon. Built in one size 12 x 19 inches. Prices and terms within easy reach of every reliable job printer.

MILLER & RICHARD

TORONTO

MONTREAL

WINNIPEG

TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

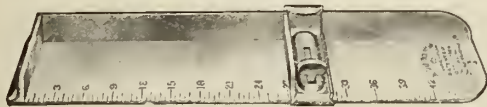
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Manufacturer of the Wing-Horton Mailer and its Supplies
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Save time and trouble in your press work Star Composing Sticks

★ guarantee absolute accuracy, and they are just as true after years of service. This tool will pay for itself many times over. ★

For Sale by Toronto Type Foundry Co., Toronto, Montreal
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The Star Tool Manufacturing Co.
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Cutting Machines

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TYPE FOUNDERS

Anglo-Canadian Type & Printing Machinery Co., Ltd., Adelaide and Spadina, Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Best Values

For

WASTE PAPERS

E. PULLAN

20 Maud St., Toronto



A Guaranteed GLYCERINE-Made

Flexible Glue

SEND FOR YOUR SAMPLE AT ONCE

BAYARD & CO., Inc.
29 BROADWAY NEW YORK CITY

GILT EDGE AND BORDERED CARDS

Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Beveling and Bordering to the trade.

Send for Price List

JOHN BRADFORD

Card Manufacturer

70 LOMBARD STREET TORONTO

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Intertype Corporation, World Building, New York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

WASTE PAPER DEALERS.

The Levi's, 100-102 John St., Toronto.
E. Pullan, 20 Maud St., Toronto.

**ALL DEALERS
SELL THEM**

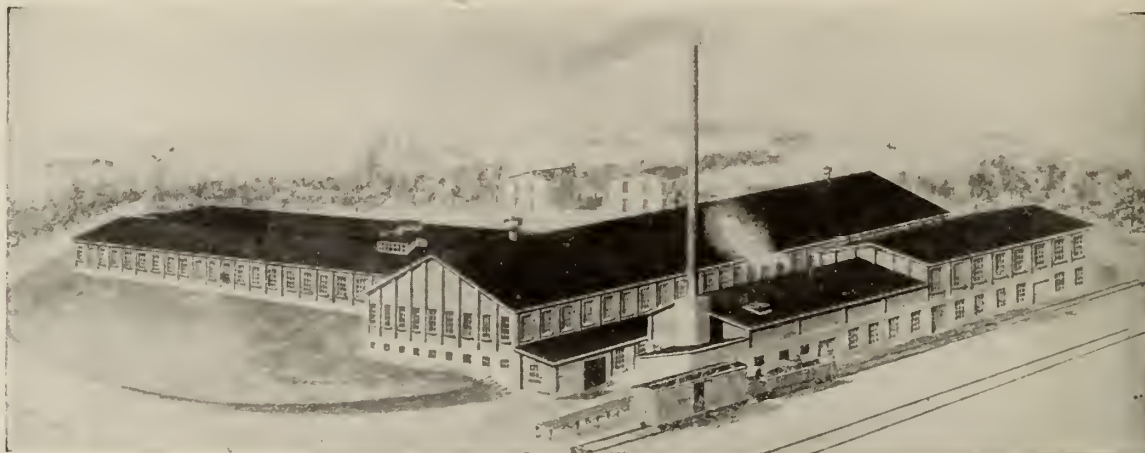


WETTER Numbering Machines

Can always be depended on for Accurate Work

We have Models to suit all requirements from \$5 up

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, New York, U.S.A.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
the Coating of Paper.

“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

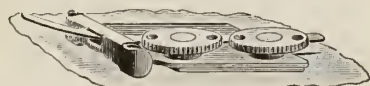
PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building

Private Exchange Adelaide 1986

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VICE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Classified Advertising

LINOTYPE OPERATORS

“A POCKET COMPANION FOR LINO-type operators and machinists.” Price \$1. Address S. Sandison, 318 West Fifty-second street, New York City.

LEARN THE LINOTYPE—WRITE FOR particulars Canadian Linotype, 35 Lombard street, Toronto.

FOR SALE

FOR SALE—POTTER DRUM CYLINDER printing press, in good condition; 5-col. quarto. A good press for a country

newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont. (1f)

FOR SALE — WEEKLY NEWSPAPER and job printing plant, in good business town in Saskatchewan. Apply Box 555, Printer & Publisher, Toronto. (4-2f)

AS MANAGER OF MODERN PRINTING establishment. Practical, original business producer; can instil efficient system; capable estimator and buyer; thirty-nine years of age, twenty-two at the business. Satisfactory reasons for desiring change.

In first instance address Box 556, Printer and Publisher. (1t)

FOR SALE—DAILY NEWSPAPER AND job printing plant in Western Canada. Fifteen thousand cash will handle. Excellent opportunity for live man to secure a good, paying proposition. Apply Box 557, Printer and Publisher. (4-5f)

FOR SALE WEEKLY NEWSPAPER — splendid Manitoba town, 500 sq. miles exclusive territory; 800 paid list; excellent ad. and job trade. Owner permanently east. \$1,000 for immediate sale; good terms. Box 558, Printer and Publisher. P4P

"MADE IN CANADA"



MAIL US YOUR ORDERS.

now stands for something more than patriotic sentiment or political economy. It is a mark of high quality and good value.

To *Printers* it is an emblem of value, quality and SERVICE when Printing Inks and Rollers are Manufactured by the "Made-in-Canada" Printing Ink Co.

CANADA PRINTING INK CO., LIMITED

15 DUNCAN STREET, TORONTO

CASHMERE COVER

ANTIQUE. SEVEN ATTRACTIVE COLORS
FOR EVERY DAY USE



*This Design is a
Guarantee of Quality*

Sheets willingly supplied for dummies

Made in Canada

BY

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO

MONTREAL

WINDSOR MILLS, P.Q.

Colored Papers a Specialty

© TRADE

LINOTYPE

MARK ©

THE MACHINE THAT LASTS

WITHOUT removing his hands from the keyboard the operator can set four to six different faces in the same line at one continuous operation on the

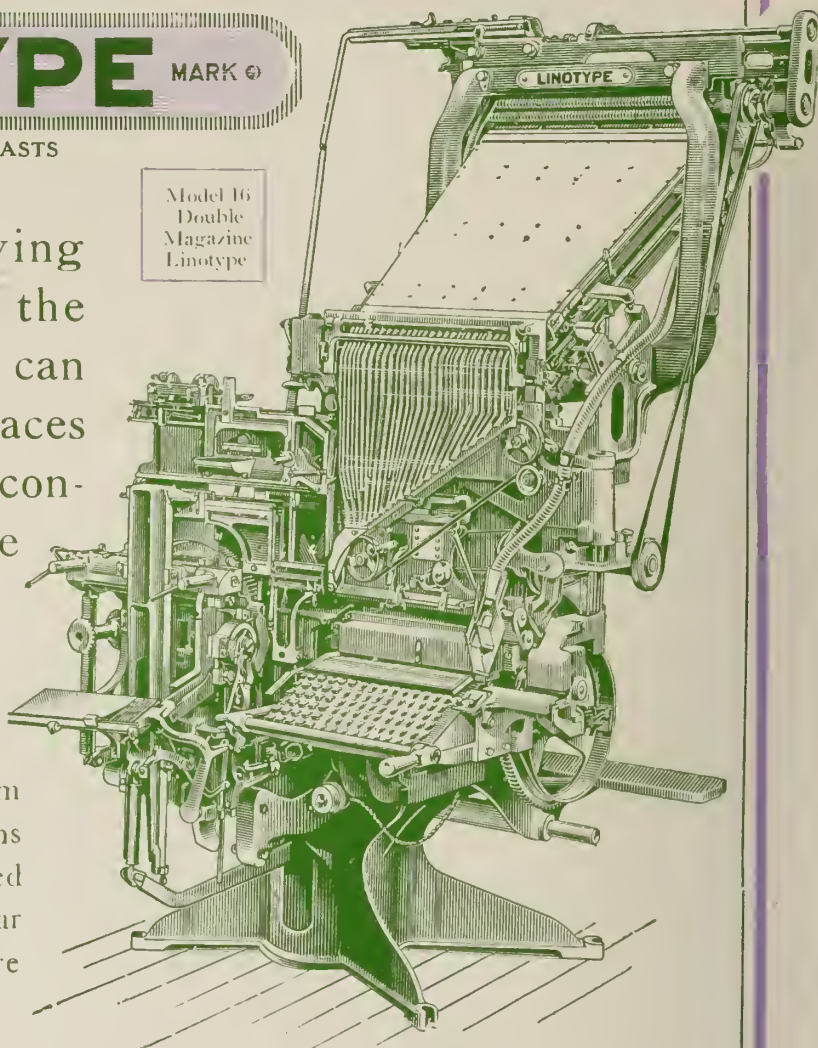
Model 16 Linotype

Continuous composition from both magazines is obtained by means of two shift keys, which are operated as easily and rapidly as the regular keyboard keys. This is an exclusive Linotype feature.

The instantaneous matrix-mixing and distributing devices on the Model 16 Linotype make it possible to secure an endless variety of face combinations, and in each combination the original design and typographic characteristics of the faces are retained.

Let us demonstrate how the Model 16 Linotype will simplify YOUR composition.

Model 16
Double
Magazine
Linotype



Ten Alphabets at the Operator's Command

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

CANADIAN LINOTYPE, LIMITED

BOND BUILDING, 66 TEMPERANCE STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

CHICAGO
1100 So. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street

NEW ORLEANS
549 Baronne Street

Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

May, 1917



The MacLean Publishing Company, Limited

Toronto : Montreal : Winnipeg

We're specialists in



Black Inks



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

“Used in Canada wherever Good Printing is done”

The Dominion Printing Ink *and Color Company, Ltd.*

128-130 PEARS' AVENUE - - TORONTO, CANADA

Stocked and Sold by

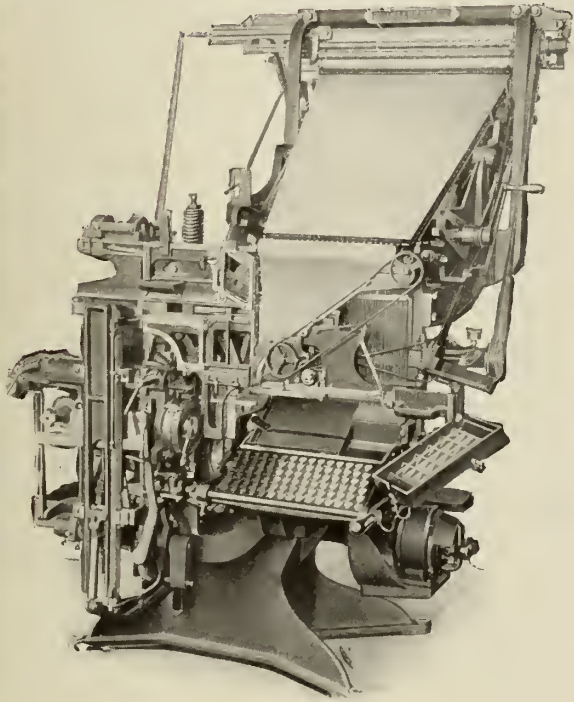
John Martin Paper Co., Ltd.

WINNIPEG CALGARY EDMONTON

Gunn Paper Co., Limited

MONCTON, N.B.

85 Machines



SOLD IN MARCH

—a new Intertype
record for one
month's sales

The best previous record
was 76 machines sold last
December.

Every Buyer a Believer

Every User a Booster

Watch Us Grow!

INTERTYPE

CORPORATION

Canadian Agents :

MILLER & RICHARD

TORONTO : 7 Jordan Street

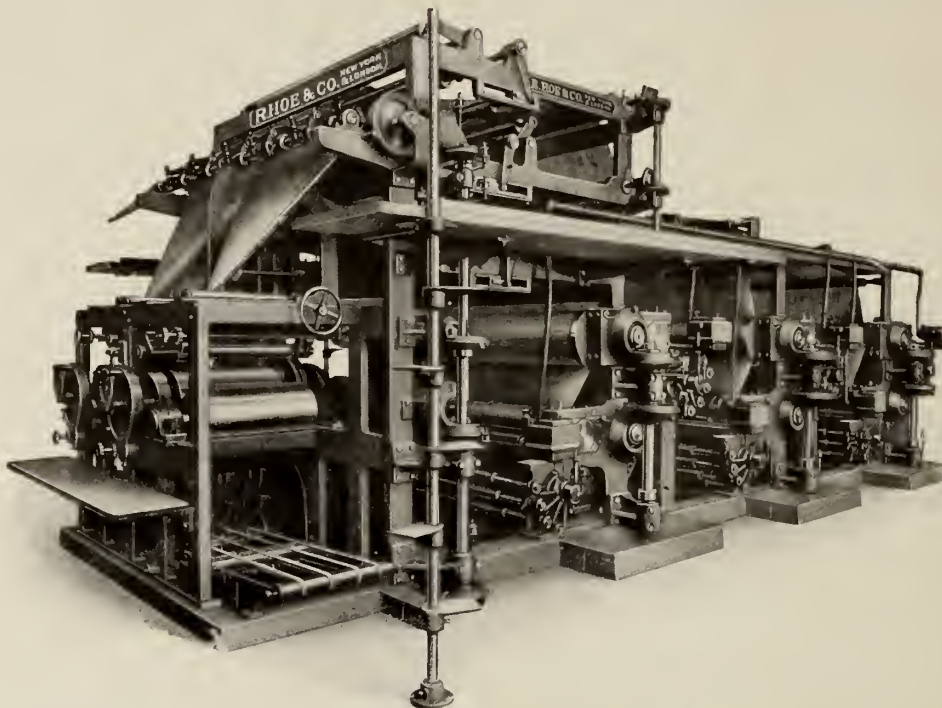
WINNIPEG : 123 Princess Street

NET OUTPUT IS WHAT COUNTS

*In these times of high costs and heavy operating expenses,
economy and efficiency are the prime requisites of success.*

Hoe presses give the maximum net output and combine quality with quantity of product, thus relieving the publisher of pressroom worries and insuring the highest efficiency and greatest economy in newspaper production

Hoe New Model Superspeed Low-Type Unit Press



THE SPEEDIEST AND MOST EFFICIENT NEWSPAPER PRESS MADE

Guaranteed Running Speed as a Sextuple

80,000 or more papers per hour of 4 to 12 pages.

40,000 or more papers per hour of 14 to 24 pages.

20,000 or more papers per hour of 28 to 48 pages.

New and Distinctive Features:

Improved Ink Distribution and Patented Ink Pumps, Doing Away with Ink Fountains and Ductor Rollers; New Design Plate and Impression Cylinders with Special Bearings, Reducing Operating Power to the Minimum; Cylinder and Main Gearing of New and Special Construction; Independent Vertical Driving Shafts for each Printing Unit; Improved Folder Drive; also the Hoe Rotating-Blade High-Speed Folding Mechanism, Tubular Cylinders, Quick-Acting Plate Clamps, Locking Roller Sockets and other Hoe Patented Improvements.

All Parts Readily Accessible From Floor; Extra Heavy and Rigid Construction Throughout.

R. HOE & COMPANY

504-520 GRAND STREET

CHICAGO, ILL., 544-546 South Clark Street
BOSTON, MASS., 7 Water Street

NEW YORK

MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road

COVER PAPER

Our Specialty

Sunburst
Antiquarian
Berkshire
Broadcloth
Congress

Old Cloister
Taffeta
Rhododendron
Bannockburn

Brochure
Paradox
Bay Path
Caxton
Aladdin

Printers' and Bookbinders' Supply House

Writing, Bond and Ledger Papers, Book and Coated Papers, Blotting, Typewriter, Mimeograph, Gum, Cloth-Lined and Cartridge Papers, Cardboards, Bristols, Tickets, etc., Leather, Thread, Millboard, Marble Paper, Leatherette, Webbing, Ruling Pens, Book Locks, Index Tabs, etc.

Agents for Winterbottom's Binders' Cloth.

BROWN BROS., LIMITED

SIMCOE AND PEARL STREETS, TORONTO



"A Print-Shop Blessing!"

That's what C. J. Durst, of Sabetha, Kansas,
says about the

Kimble A. C. Variable-Speed Printing Press Motors

which have proved such a blessing to printers and publishers everywhere. For variable-speed service, from slow job-press work to rapid-fire cylinder work, and for all the variations of either, you'll find that Kimble motors will not only enable you to turn out better work in quicker time, but will also cut your current cost about 20%.

Any desired speed can be obtained simply by a foot-motion of the operator. There are no complicated or wasteful speed-changing devices—no controller boxes to become over-heated—nothing but a simple foot-control that works like the foot-control on a power cutter. But any graduation of speed can be obtained in this way!

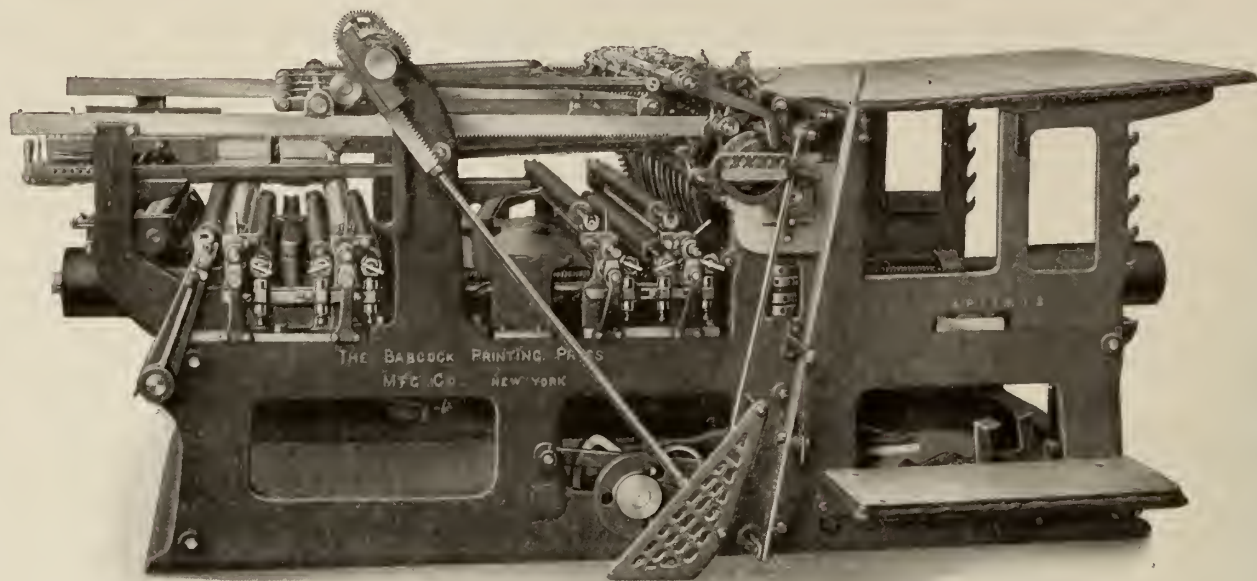
There's a lot more we want to tell you about this "Print-Shop Blessing!"

KIMBLE ELECTRIC COMPANY

Great West Electric Co. Limited
57 Albert Street, Winnipeg, Manitoba
For all points West of Port Arthur and Fort William

Masco Company, Limited
87 Queen Street East, Toronto, Canada
For all points East of Port Arthur and Fort William

The Babcock Pony "Optimus"



No. 35

No. 41

No. 43

These three machines comprise all that is to be desired in small two revolutions. All are built of the best material and with the same painstaking intelligence as to

STRENGTH, ACCURACY, SPEED and DURABILITY that CHARACTERIZES OUR LARGE "OPTIMUS" PRESSES.

The DISTRIBUTION is equal to the exacting demands of high class printing.

THE PRINTED SIDE UP FRONT DELIVERY is the finest ever invented, and requires no adjustment for different sizes or qualities of paper.

THE BED MOTION is our Patented Ball and Socket,—the most simple and durable device for the purpose.

SPEED is one of their most profitable features.

The machines stand low, are conveniently handled, occupy little room and run quietly at high speed. They are so large an element of economy and profit in any printing office that has work that can be done on a Pony, that no Printer without one can hope to compete successfully with the Printer who runs

A Babcock Pony "Optimus"

No. 35

No. 41

No. 43

SMALL MACHINES FOR BIG BUSINESS

Our Best Advertisements Are Not Printed—They Print

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT

38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba

BURMESE BOND



"The same high-grade stock"

STRONG

WHITE

*This Design is a
Guarantee of Quality*

"Ideal for Pen, Ink or Typewriter"

Stocked in all regular sizes and weights
in large quantities.

CANADA PAPER CO., LIMITED

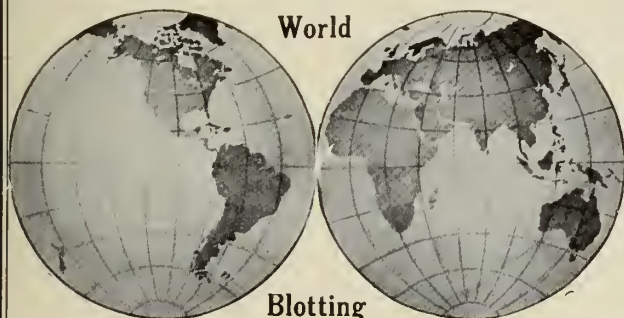
PAPER MAKERS

TORONTO

MONTREAL

WINDSOR MILLS, P.Q.

Colored Papers a Specialty



**If you want really reliable
blotting get**

WORLD BLOTTING

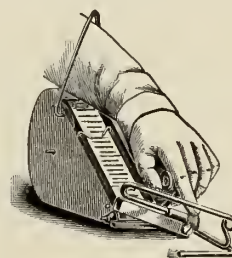
There is no better obtainable anywhere. It is particularly suitable for high-grade printing.

Unequalled durability and a smooth, firm finish have made it the choice of the profession for thirty years.

"Hollywood" and "Reliance," our two cheaper grades, are wonderful value for the prices charged.

Send for samples of all three.

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

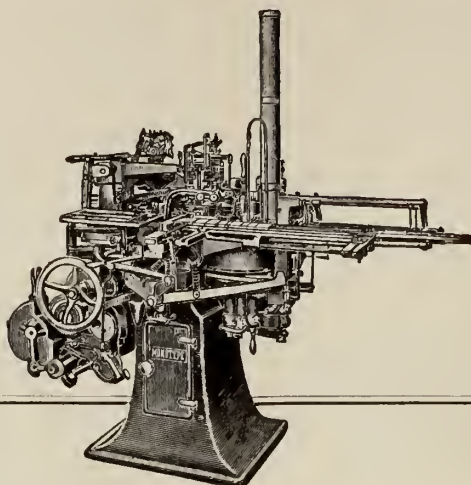


THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.



The Only Solution of the Composing Room Problem

of increased costs is to cut down the non-productive time and the expense for material that rapidly wears out.

THE MONOTYPE

with its Non-Distribution System is the only way to accomplish this desirable condition. It is the machine that makes every hour of every compositor a productive hour and cuts out the disagreeable drudgery and awful waste of time now called for in distribution.

NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type & Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all the time of all the compositors on constructive work.

**LANSTON MONOTYPE
MACHINE COMPANY**

PHILADELPHIA

NEW YORK
BOSTON

CHICAGO
TORONTO

**Buntin
Gillies & Co.
Limited**



CABLE BOND

(Facsimile of Watermark Registered)

"Will Hold Business"

All-rag Loft-dried Tub-sized

White, 22c. per lb.

This is an advance of about 45% above the price that prevailed before the war; whereas the advance in all cheap Bond Papers has been anywhere from 75% to 100%.

Cable Bond is, therefore, exceptional value.

Cable Bond is suitable for all business forms and letter correspondence.

IN STOCK AT HAMILTON

White Wove Medium Finish

17 x 22—13 - 16 - 20 - 24 lbs.
17 x 28—16 - 20 - 24 - 28 "
19 x 24—20 - 24 - 28 "
22 x 34—26 - 32 - 40 - 48 "

White Wove Parchment Finish

17 x 22—20 lbs.
22 x 34—40 "

Ledger White Wove

16 x 21—28	lbs.
17 x 28—28 - 32 - 36	"
18 x 23—36	"
19 x 24—28 - 35	"
20 x 28—54	"
21 x 32—56	"
23 x 36—72	"
24 x 38—69	"

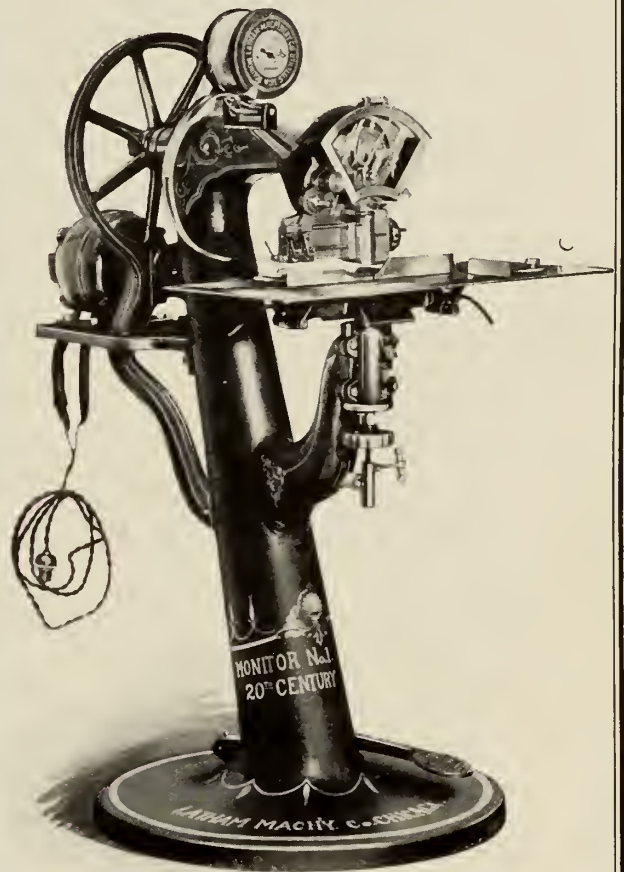
Paper on a basis lighter than 17 x 22—16 lb. will be charged as 17 x 22—16 lb.

For Prices and stock of Tints and Envelopes, see Price List.



**Hamilton.
and
Montreal.**

**All Ye Who
Seek
Profits!**



**Know the Monitor
before you pur-
chase a Wire
Stitcher**

LATHAM MACHINERY CO.

NEW YORK

CHICAGO

BOSTON

Canadian Selling Agents:

H. J. LOGAN, 114 Adelaide Street West, Toronto
GEO. M. STEWART - 92 McGill St., Montreal

THE GUNS ARE UP!

WITH a view to further serving the Printing interests of Canada—so that they may get the very best results from our inks and others—and so that they may get the greatest possible production from their presses—to the extent at least of the elimination of their Roller troubles, we have “brought up” a battery of eight Roller Guns.

They are the most modern equipment possible and constitute the largest and best roller plant in the country.

We are in a position to make any roller for any press, large or small, and with this equipment can fill orders promptly.

The man behind these guns is the best man at his business in Canada,—understands the printer's many Roller troubles and their solution.

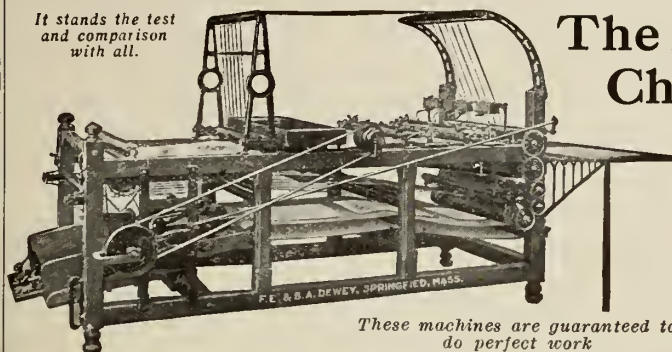
Quality is to be our first consideration, with a fair price for the quality given.

**SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED
TORONTO**

MONTREAL

WINNIPEG

*It stands the test
and comparison
with all.*



*These machines are guaranteed to
do perfect work*

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of **EXCLUSIVE** features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

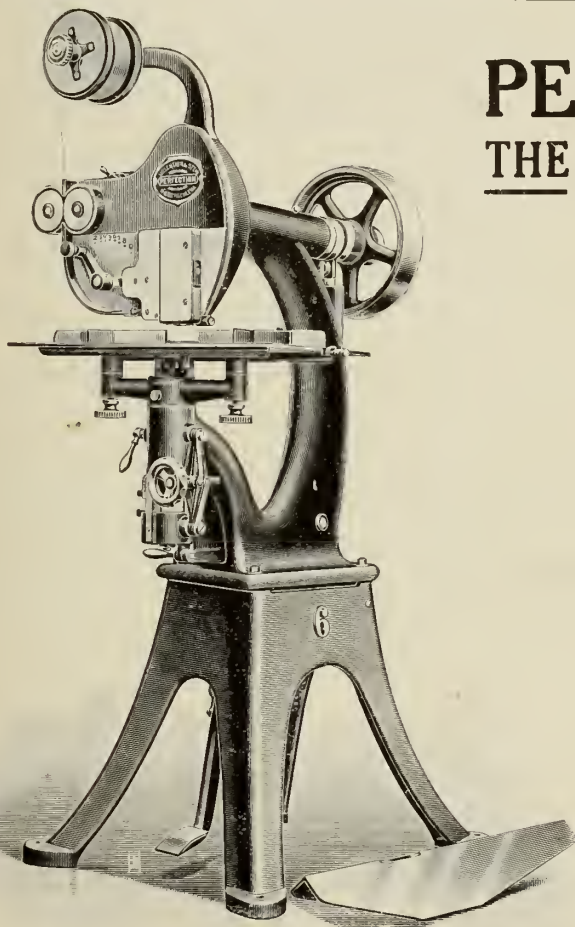
First made in 1863

Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.

Canadian Agents: Miller & Richard,
H. J. Logan and others.



PERFECTION No. 6 THE Stitcher for General Utility

By general utility we mean a machine adaptable to every need of the average shop.

A machine that can *instantly* be regulated to any desired thickness within its wide range of capacity—two sheets to $\frac{7}{8}$ inch.

A machine that will take round wire 20 to 28 gauge, or any combination of flat wire between and including these sizes, and a machine that can not be put out of order by ignorance or mistreatment.

There are many exclusive features characteristic of every *Perfection* Model. This is why they have met with such a great popular demand for the past 30 years.

These exclusive features and other interesting details are described and illustrated in an attractive booklet we would like to send you. Ask for a copy to-day.

The J. L. Morrison Co.

445-447 King Street West, - - TORONTO

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record
Earnscliffe Linen Bond
Standard Pure Linen
Colonial Bond
Canada

Rolland Parchment

Canadian Linen Bond
Empire Linen Bond
Crown Linen
Mount Royal Bond
Donnacona
Columbia

Envelopes to match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

Wilson-Munroe Co., Limited

TORONTO

Buckeye Cover Paper

The Largest-selling Brand of Cover Paper in the World

If you are interested in securing maximum effectiveness with a minimum expenditure of materials and labour—these are the covers to use. They possess beautiful colors—receptive printing surface—great toughness and remarkable embossing properties.

Large stocks carried in our Toronto Warehouse.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES



LATHAM MULTIPLEX PUNCHING MACHINE

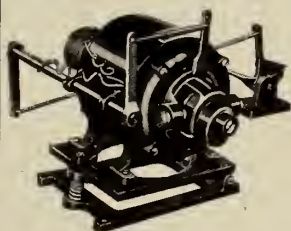
H. J. LOGAN—Bookbinders' and Printers' Machinery
114 Adelaide Street West, TORONTO

Sole Agent Latham Machinery, Brown Folding Machines, National Book Sewing Machines. Everything in Bindery Machinery.



There is no business that will bring in so large per cent. of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The J. F. W. Dorman Co.
Baltimore, Md., U.S.A.



THE "KAZOO" MOTOR for Job Presses

Perfect variable speed control
with alternating current.

Write for our book on
Printing Press Motors.

R. P. WARNER ELECTRIC COMPANY
Kalamazoo, Michigan

WHY NOT HOMESPUN

IF HOMESPUN will better the job you're planning, why not use it? It may save you money—another good reason for considering it. HOMESPUN is a light weight cover. It isn't suitable for every job, but it might exactly fit one of the jobs you now have under way.

Will you consider it?

HOMESPUN covers are made in two weights—20x25-50 and 20x25-30 pounds, and in six neutral shades that lend themselves readily to many color variations.

Any representative will submit free samples or we will send them to you direct.

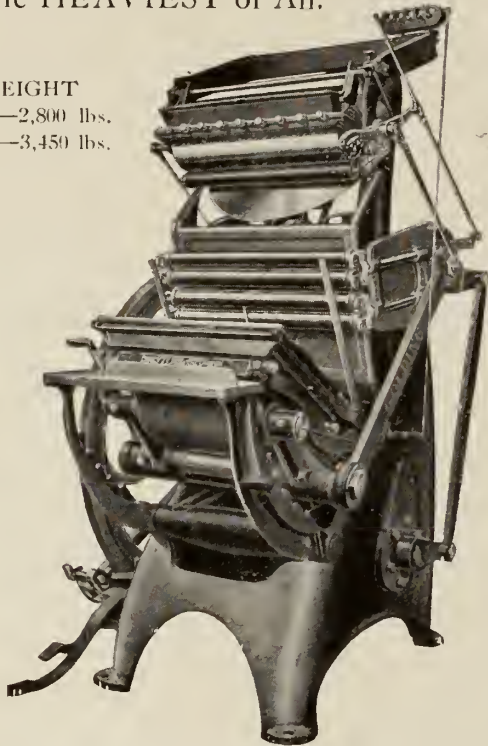
Niagara Paper Mills

LOCKPORT, N.Y.

Compare the Weight of the Golding Art Jobber

With Other Heavy Types of Job Press and Note the Golding is the **HEAVIEST** of All.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression—the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH—DISTRIBUTION—SPEED—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

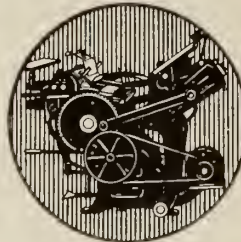
Write for a copy of "A Catechism on the Golding Jobber."

Golding Manufacturing Company, Franklin, Mass.

Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.

A Real "Run of the Hook" Feeder

The Miller Feeder handles the "Run of the Hook"—from onion skin, glazed or unglazed, to heavy cardboard—from calling card size to 10x15 sheet. Perfect register.



The Sign of the Modern Shop

Note accessibility of platen. Pressman's skill and years of practice in make-ready are not disturbed. Automatically throws off impression in absence of sheet. Automatically restores impression upon feeding sheet.

Slip-sheeting accomplished with ease. Duplicate and triplicate work as easily interleaved and gathered while feeder is in operation.

Toronto Type Founders Co., Limited
70 York Street . . . Toronto, Canada

*Exclusive Dominion Selling Agents
for Miller Platen Press Feeders*

**Make a creditable
job of it with**

Standard Brand Blottings

Your high-class printing demands a blotting paper good, firm, well-finished and durable.

Standard Brand gives you all this. It is the ideal line for real, high-grade printing work. May we send you a sample of this and our other lines:

"Standard," "Imperial,"
"Sterling," "Curi-Curl,"
"Prismatic" and "Defender" (enameled).

Standard Paper Mfg. Co.
Richmond, Va., U.S.A.

GOES

Lithographed

BLANKS

of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas · Checks · Charters ·

Goes Corporation Record

also

· Lithographed Calendar Pads

GOES LITHOGRAPHING CO. CHICAGO.
42-48 WEST 61ST STREET

· SAMPLES ON REQUEST ·

Collect Up?

Is Your Subscription List Delinquent?

If it is, why is it? An unnecessary condition, Mr. Publisher. The Canadian Mercantile Agency was organized for the purpose of alleviating this class of trouble. It has up to date methods brought to the highest state of perfection after years of experience in the business of adjusting overdue newspaper accounts. It can collect money from a delinquent subscriber who will ignore the publisher's letters asking for a remittance.

"You have succeeded where I failed," but—

"THE RIDEAU RECORD,"

Smiths Falls, Ont., Jan. 19, 1917.

The Canadian Mercantile Agency,
Ottawa.

Dear Sirs,—I have your statement to-day of collection made from the list I sent you, and your cheque to cover amount. I thank you for the attention given to these collections, for your success in getting the money, and for your promptness in sending it on to me. You have succeeded where I failed, because I do not mind telling you that I had tried for several years, at the expenditure of much time and many postage stamps, to collect the claims before sending them to you. I am glad we have a good reliable collection agency in Canada at last, and I wish you a happy and prosperous year.

Sincerely yours,

G. F. McKIMM.

No Collection—No Charge.

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THE AGENCY that makes a specialty of collecting up delinquent subscription accounts—and not losing the subscriber



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LOST time on the presses, lost temper because of the generally unsatisfactory results—and the bigger loss of customer confidence that's a direct result of the foregoing.

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A POSTCARD to 143 University Avenue, Toronto, will connect you with a thoroughly up-to-date and highly efficient engraving plant, with plate-making experts who are ready to solve your plate-work problems. Send it now, while you think of it.

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White Azure Buff

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25x38-20

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The FRED. W. HALLS PAPER CO., Limited

Richmond and Duncan Streets

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Telephones Adelaide 1028-1029

Samuel Jones & Co.

PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

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Cables:
Noncurling

LONDON, ENG.

Code:
A.B.C. 5th

TYPOGRAPHIC CONTEST

In response to the requests of many of our readers, the *Inland Printer* has decided to conduct another contest. This time the winner will not only carry off a substantial cash prize, but will have the extreme satisfaction of seeing his design used in place of the regular cover on the *Inland Printer*—for the contest is to be on the arrangement of a cover design for this magazine. The result will be announced in the June issue and the design winning the first prize will appear on the cover of that number of the magazine.

FULL PARTICULARS PRINTED IN
THE MARCH ISSUE

THE INLAND PRINTER
632 SHERMAN STREET, CHICAGO, ILL.

\$3.00 per year. 30c. per copy.

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made from Electros, Stereos, Woodcuts, Zincs, Half-Tones, Brass Stamps, Etc. Out of-town orders shipped same day as received. Work and service unequalled. Our new scale of prices and answers to enquiries by return mail.

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Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
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“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

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**Exclusively —
Cutting Machines**

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OSWEGO MACHINE WORKS
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WILSON ENGRAVING COMPANY

TO THE TRADE

Engravers and Printers, Embossers, Etc.

197 Princess Street,

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*Society Work
A Specialty*

Electrotyping and Stereotyping at any one of
our three plants. All orders filled promptly.
Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO WINDSOR

Two Books All Wide-Awake Publishers Value Highly

LYDIATT'S BOOK

“What's What in Canadian Advertising”

Over 300 pages of handy data necessary to any man who wants to sell advertising intelligently. Facts that advertisers want to know about the field you cover—ready-reference statistics showing trade, agricultural production, bank clearings, building activity, number autos and retailers, comparative earnings different provinces—literally thousands of up-to-date facts that interest advertisers. Also complete list of agencies and the accounts they place in Canada (names of nearly 2,000 advertisers). “Would not be without it for many times its cost,” says one publisher.

Leather-bound, pocket size, \$2 a copy

Sent Postpaid only on receipt of the price by

W. A. LYDIATT, Publisher, 53 Yonge Street, TORONTO

WHO'S WHO

In Canadian Advertising

The most complete and most accurate list yet compiled of firms advertising in Canadian publications, with particulars as to article advertised, mediums used, name of advertising manager and the Agency (if any) placing the contracts. Includes an index to over 500 trade-marks, enabling you to locate the source of advertising, other than local, appearing in Canadian mediums. Also contains the most complete list of Agencies and their accounts ever published. The first and only guide to those who buy for those who sell advertising. “Absolutely essential to every space-seller,” says Printer and Publisher.

253 pages, pocket size, leather-bound, \$5.00 a copy



A Modern Galley Storage Imposing Table (Saves Time, Space and Confusion)

A Printer

with equipment that looked modern was "talked into" some new Hamilton steel time-saving equipment. He did not go "all the way," but being conservative equipped only a portion of his Composing-Room. Now he finds he cannot afford to retain the "good" part of his old equipment because it is a *time killer*. Is your equipment in the "time killer" class? Let our Engineers review your plant and make profitable suggestions.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Hamilton Equipments are Carried in Stock and sold by all prominent Type Founders and Dealers Everywhere

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited. }
 Toronto, 70 York St.
 Montreal, 345 Craig St. W.
 Rex A. Hand, Representative for Maritime
 Provinces and Newfoundland, c/o Dunfer-
 rin Hotel, St. John, N.B.
 Stephenson, Blake & Co., Toronto.
 George M. Stewart, Montreal.

American Type Founders Co., 175 McDermot Ave., Winnipeg.
 Miller & J. Toronto, 7 Jordan St.
 Richard J. Winnipeg, 123 Princess St.
 Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
 Anglo-Canadian Type & Printing Machinery Co., Ltd.
 corner Spadina and Adelaide, Toronto; 602 Connaught Ave.,
 Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

How Governments of Canada Use Advertising

Governments are Now the Most Extensive National Advertisers in Canada—Twenty-four Campaigns Have Been Conducted—Western Canada Publicity Campaigns

By JOHN M. IMRIE, Manager of the Canadian Press Association

IN Canada as in Great Britain it has been demonstrated beyond question that the advertising columns of the press can be used effectively in promoting the business of a Government.

Since the war began the Canadian Government has conducted sixteen distinct advertising campaigns. It is now by far the most extensive general advertiser in Canada. Its advertising appropriations during 1916 exceeded the combined appropriations for that year of any other three Canadian general advertisers. Already in 1917 its advertising expenditure has been almost as large as for the entire twelve months of 1916.

Canadian Provincial Governments also are using paid advertising space in their work. The Ontario Government has conducted six advertising campaigns. Three campaigns have been put on by the Government of British Columbia. The Alberta Government has just concluded its first campaign. There is good ground for the belief that two other Provincial Governments will become regular advertisers in the very near future.

C.P.A. INSPIRED NUMEROUS CAMPAIGNS

The first advertising campaign in Canada of the Canadian Government and many of the subsequent campaigns of that Government and of the Provincial Governments of Canada were proposed and promoted by Canadian Press Association, Inc. This organization is performing in Canada, on a smaller scale, a work similar to that of the American Newspaper Publishers Association and its Bureau of Advertising. Our practice in promoting Government advertising has been for me as Manager to present our case direct to the Minister at the head of the Department to be interested and to rest our case on its own merits. There has been no resort to lobbying or third party influence. We have studiously avoided everything of that nature and have encouraged the various Governments to consider the purchase of advertising space as they would the purchase of any other commodity.

I would like to testify to the constant readiness of the various members of the Dominion and Provincial Governments of Canada to receive and consider our ad-



JOHN M. IMRIE

Manager of the Canadian Press Association, who delivered an important address, the text of which constitutes the accompanying article, at the annual luncheon of the Bureau of Advertising of the A.N.P.A. in New York, last month.

vertising suggestions and to the quickness with which the points of many of them have been grasped. For example: the first Government campaign in Canada, although it involved selling the idea to two Departments, was decided upon at a meeting of the Council within forty-eight hours after the first interview. Another proposal to a Provincial Government that did not require reference to the Council was accepted during the interview in which it was first proposed and that interview did not last longer than fifteen minutes. Indeed, a number of the later Government campaigns in Canada have been undertaken on the Government's own initiation, without suggestion from Canadian Press Association, Inc., or any other source.

TWENTY-FOUR GOVERNMENT CAMPAIGNS IN CANADA

There is indisputable evidence of the success of almost every one of the twenty-four Government advertising campaigns in Canada. This is of great importance in its relation to the future of Government advertising in Canada. Most of the Government campaigns up to this time have been related in some way to the war but in all our promotion work with the Governments of Canada we have kept in mind the regular use of educational advertising in times of peace as well as in times of war. The success of the campaigns in connection with war problems justifies the belief that educational advertising will be used by the Governments of Canada in their work under peace conditions also.

The first advertising campaign of the Canadian Government in the press of Canada was the Apple Campaign of 1914. Its purpose was to increase the domestic consumption of Canadian apples in order to make up for the loss of foreign markets through the war. The food and other values of the Canadian apple were presented attractively in educational advertisements and a booklet of apple recipes was offered. There were 65,000 individual requests for that booklet and at the close of the campaign many wholesale apple dealers reported increases in the sale of Canadian apples for domestic consumption of from 200 per cent. to 400 per cent.

ADVERTISING TO FARMERS

In the early spring of 1915 educational advertising was used to impress upon the farmers of Canada the need of increased agricultural production in view of the war and to suggest means of meeting that need. The campaign resulted in an increase of over 10 per cent. in the area under cultivation and, in conjunction with good weather conditions, in record yields per acre. The value of Canada's farm production for 1915 was over \$300,000,000 in excess of the previous high record. Over 100,000 special bulletins offered in the advertisements were requested by farmers.

Three domestic War Loans have been floated in Canada through educational ad-

vertising instead of through the customary method of underwriting. The aggregate amount asked for in these loans was \$250,000,000; more than double that amount was subscribed. The underwriting of these Loans would have cost over \$3,000,000. The advertising of the three Loans cost about \$130,000.

THRIFT CAMPAIGNS

The need of thrift and savings in view of the war was emphasized in a series of Government advertisements. This series was followed by the advertising of Government War Loans, Debenture Stock and War Savings Certificates. On March 29, 1917, the Canadian Minister of Finance, in summarizing the results of the thrift campaign, reported that the savings of the people of Canada during the previous two years had been at least \$500,000,000. This amount represented the payments on the first two War Loans, the Debenture Stock and the War Savings Certificates plus the net increase in the savings deposits in the chartered banks of Canada. These figures should be considered in conjunction with the fact that the population of Canada is less than 8,000,000.

The Ontario Government conducted an advertising campaign in the press of Toronto as an aid in raising Ontario's share of the Canadian Patriotic Fund. About \$25,000 was spent in advertising and the subscriptions received from Toronto and York County alone amounted to \$3,500,000. In this connection it is interesting to note that the Canadian Patriotic Fund, which is associated with, although not financed by, the Canadian Government, has used paid advertising space extensively in its work of raising by voluntary subscriptions an annual fund of \$13,000,000 for the dependents of Canadian soldiers.

These few illustrations will serve to suggest the nature and the results of Government advertising in Canada. A start has been made, but it is only a start. There are almost unlimited opportunities for the application of the principles of advertising to the business of a Government. As fast as it is deemed advisable to do so, Canadian Press Association, Inc., is suggesting new applications to the Federal and the Provincial Governments and there is good ground for believing that each succeeding year will witness an extension of the scope of Government advertising in Canada.

WESTERN CANADA CAMPAIGN

THE foregoing is but a brief summarizing of accomplishments. To this boiled-down record is to be added the results of the canvassing of Western Canada Provincial Governments by Mr. Imrie on the occasion of his six weeks' visit to the West in March last. These results are substantial and numerous.

Plans and estimates of cost for from 3 to 5 distinct advertising campaigns were submitted by Mr. Imrie to each provincial government.

STIMULATING AGRICULTURAL PRODUCTION THROUGH ADVERTISING.

Two educational campaigns in connection with agricultural production were proposed to each Government. The respective purposes of these two campaigns were as follows:

(a) To present to the city, town and village dwellers of the province the need of increased food supplies and to urge them to augment the production of vegetables, etc., in the backyards and vacant lots of the cities, towns and villages.

(b) To present to all the farmers of the province, through illustrated educational advertisements, the gist of the information that is now being distributed through bulletins and reports to only a small proportion of them; the bulletins and reports to be sent only to those farmers who request them in response to the offer of them in the advertisements—the advertisements to be the main feature of the educational work.

The Alberta Government accepted at once the proposal in regard to the cultivation of backyards and vacant lots in the cities, towns and villages. A series of 30-inch illustrated advertisements commenced last month in each of the one hundred daily and weekly newspapers of Alberta. The Alberta Government will give consideration later on to the question of a continuous advertising campaign to farmers.

While for various reasons none of the other three provincial governments gave definite decisions in regard to either of these two proposed campaigns, there is good reason to believe that at least two of them will commence in the near future continuous educational advertising to farmers, and that in the case of one government there will be coupled with such advertising an appeal to city, town and village dwellers for the production of vegetables in backyards and vacant lots.

As the Manitoba and Alberta Governments had decided upon domestic flotation of bonds, Mr. Imrie proposed to both governments that the bonds should be offered direct to the people of the province through educational advertising in the newspapers. Both governments intimated that they would do some educational advertising along the line suggested, but as the bonds will not be offered for some time, the extent of that advertising has not as yet been determined.

ADVERTISING NEW LEGISLATION

It was suggested by Mr. Imrie to each of the four provincial governments that at the close of each session of the provincial legislature the important legislation of the session should be adequately presented to the people of the province through the publication of advertising of a frank, unbiased summary of such legislation above the signature of the government.

Mr. Imrie pointed out that it was very difficult, if not impossible, for the average person to follow a piece of proposed legislation through its various stages and, when the legislation had been enacted, to realize its full significance and effect.

It was very important that the public should know what was being done by the legislature and the advertising of the summary proposed would be only a proper accounting to the people of the province of the stewardship vested in the government.

The Alberta Government intimated that it would do the advertising suggested, at least in so far as certain important acts of the session then about to close are concerned, and that possibly all the important legislation of that session would be covered.

Another government that has not yet formally announced its acceptance of the

suggestion is considering it so favorably that the publicity commissioner for the government has now in preparation the copy for the proposed summary.

The matter is still under consideration by the other two provincial governments with very good prospects for its acceptance by at least one of those two governments.

CREATING NEW MARKETS FOR BRITISH COLUMBIA TIMBER AND FISH

That the British Columbia government should conduct dominion-wide educational advertising campaigns to extend the markets for British Columbia timber and fish, respectively, were two of the suggestions made to the British Columbia Government in addition to the suggestions referred to above. Both suggestions received very favorable consideration, and it was intimated that something would be done within a year to create new markets for British Columbia timber in other provinces of the Dominion.

ADVERTISING MUNICIPAL ELECTRIC PLANT SERVICE

While in the City of Medicine Hat, Alta., Mr. Imrie addressed a joint meeting of the city council and the board of trade in connection with the problem of profitably operating the comparatively large municipal electric current plant in that city.

The problem has been found a difficult one because of the competition of natural gas, which is found locally and is sold at very low rates.

The solution suggested by Mr. Imrie was an educational advertising campaign in the press of the city setting forth the many and varied uses of electricity in the home, convenience and safety with which it can be used, etc.

An interested discussion followed Mr. Imrie's address, at the close of which the mayor intimated that provision for the educational advertising campaign suggested would be made in the estimates of the city council.

It is not to be wondered at, therefore, in the light of Canada's successful achievements as a user of publicity, that the Government of the United States looks to our country for light and leading in the matter of its present problems of encouraging recruiting; selling its war loans, and stirring up the American public in other ways, for their own and the nation's good.

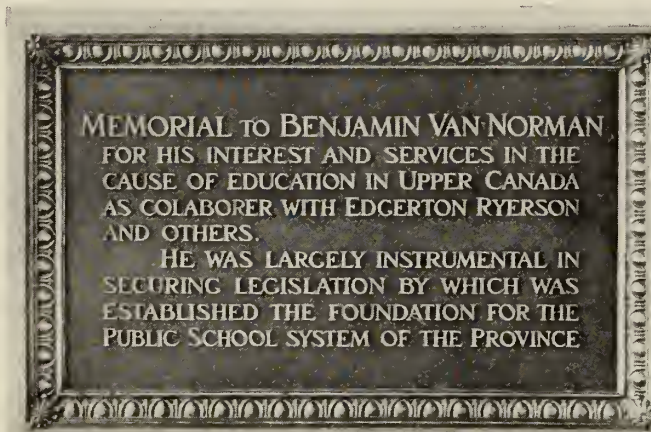
ALBERTA TO USE DISPLAY ADVERTISING

FOLLOWING the example of the Dominion Federal Government, which has conducted no less than 14 display advertising campaigns in the press of Canada during the past 30 months, the Alberta Provincial Government has decided to embark on an advertising campaign in the press for the purpose of increasing the cultivation of back yards and vacant lots in cities, towns and villages of the province.

The raising of poultry will also be encouraged through the advertisements. This decision followed conferences which John M. Imrie, manager of the Canadian Press Association, Inc., had with various officials of the Alberta Government.

The Proposed Anson McKim Memorial

IT IS proposed to have erected in Montreal, in McGill University, the new Public Library, or elsewhere, a tablet to the memory of the late Anson McKim—this by the Publishers of Canada.



These two illustrations of Memorial Tablets are intended to show more clearly just what is in PRINTER AND PUBLISHER's mind in making the suggestion outlined on this page. Each of these Tablets was executed in bronze.

The project has been initiated by PRINTER AND PUBLISHER and numerous representative publishers were communicated with directly to ascertain their views on the matter and to solicit their alliance with the project—this as preliminary to making any public announcement concerning the proposal. The responses to PRINTER AND PUBLISHER'S letter have been prompt, numerous and appreciative of the project.

With the assurance furnished by these replies that the idea will meet with the approval of all publishers in Canada, PRINTER AND PUBLISHER herewith publicly announces the project, and invites publishers generally to signify, by special letter, that they will participate, in the form of a subscription, in it.

The sum likely to be required from each publisher is not likely to exceed \$5 from publishers of daily, farm, religious, and literary publications; and \$1 from publishers of local weekly newspapers. The exact sum necessary, equitably assessed, will be communicated later on to all signifying their desire to have a share in the cost and project of having

erected a tablet to commemorate the place which the late Mr. McKim held in the esteem of Canadian publishers whose servant he was, and the part he and the agency founded by him have played in the development of advertising in Canada.

A suitable tablet in bronze may cost, erected, as much as \$500; so the total sum required is not large. However, the desire is to have many participate, rather than few; and so PRINTER AND PUBLISHER trusts that every publisher who reads this announcement will write promptly to say that he desires to have his due part in the project as outlined.

Later on, when definite action requires to be taken, the whole matter of the proposed memorial will pass from PRINTER AND PUBLISHER to a publishers' committee, perhaps to the Advertising Committee of the Canadian Press Association, for this committee to carry through the project to completion—to decide on the style, size, cost, character, wording, place of erection, and all other details. For the meantime PRINTER AND PUBLISHER has initiated the project, and is making the preliminary necessary canvass of publishers.

THIS announcement, here and now, is a call to publishers of Canada, in accord with the idea of the proposed memorial to Anson McKim, to write PRINTER AND PUBLISHER to say that they will contribute, on an equitable basis, to the costs of the tablet or other form of Memorial to be erected. Address correspondence as follows:—

Printer and Publisher

"Anson McKim Memorial,"

143-153 University Ave.

TORONTO

ALGOMA ADVOCATES PRODUCTION CAMPAIGN

THE Algoma *Advocate* has launched its own campaign for the growing of more vegetables this year. To every woman and girl joining the *Advocate's* army of producers (and all are eligible from 10 to 70 years of age), and undertaking to cultivate a piece of land, and attend to it conscientiously and to the best of her ability, throughout the season, and report the result of her labor at harvest time, together with the number of bushels, pounds or sacks of vegetables, or other foodstuffs she has produced to the *Advocate* office, there will be presented a handsome war medal of special design. It will cost the *Advocate* not less than \$300 to produce and present this war souvenir. The medal will be the size of an ordinary military medal; will be milled on both edges; on the face of the medal will be the figure of a woman and the words: "Algoma *Advocate's* women helpers of the Great War," and on the reverse side: "Presented to for patriotism and labor, A.D. 1917."

A special registration book has been prepared, and every girl and woman within reach of the *Advocate's* office is being invited to write her name in this book, and thereby pledge herself to work in her garden or on her farm and sow, attend to and cultivate to the best of her ability, a small track of land this summer. Women and girls who live a long distance from Thessalon are asked to send a postal card to the *Advocate*, stating that they wish to be counted among the *Advocate's* "Women helpers of the Great War," and their names will be put on the roll.

PRINTER AND PUBLISHER compliments Duncan McMillan, the editor and proprietor of the *Advocate*, on his enterprise.

LEACOCK ON NATIONAL SERVICE

A BOOKLET by Professor Stephen Leacock, entitled, "National Organization for War," has been published. In this booklet Dr. Leacock makes an urgent call for national thrift and national saving. He attacks in vigorous style the evils of extravagance at this crisis in Canada's history, and by trenchant phrase and apt illustration, disposes of various common errors in regard to individual spending of money during war time.

This pamphlet was originally published by Dr. Leacock himself, but the National Service Board were so convinced of its value in connection with their Thrift Campaign that they have had it republished and have undertaken its distribution.

VICTORIA TIMES SOLD

THE entire business and property of the Times Printing and Publishing Company, Limited, of Victoria, has been sold by the executors of the estate of the Hon. William Templeman to Griffith R. Hughes, of that city, for slightly under a quarter of a million dollars cash. The deal includes the six-story building at Fort and Broad Streets. The *Times* is rated as one of the three most valuable newspaper properties in British Columbia.

Mr. Hughes has assumed absolute control of the business and dictates the policy

of the newspaper. The *Victoria Times* will continue as a straight Liberal party newspaper.

The new owner of the newspaper went to British Columbia about twenty years ago. For the last fourteen years he has lived in Victoria. During that time he has been auditor of many of the largest business firms in Victoria and Vancouver. Mr. Hughes was born in Wales and was a schoolmate of the Right Hon. David Lloyd George, Prime Minister of England, and, like Mr. Lloyd George, has made his own way in the world.

After leaving England Mr. Hughes spent several years in various parts of the British Empire before coming to this country. During the last few years he has taken a keen interest in farming, now owning a ranch of 1,200 acres at Cobble Hill, 400 acres of which is cleared. At this ranch he has fifty head of prize Shorthorn cattle, declared by the best judges to be as high in quality as any on the continent of North America.

MANY OFFERS FOR PROPERTY

The *Times* newspaper property was valued at \$400,000 on its earnings by Hon. Mr. Templeman just before his death. There were numerous offers to buy the paper during the last few months. On several occasions it was almost sold. Mr. Hughes, however, was the only prospective purchaser to make a full cash offer for both the business and the entire property. He made one offer last year but this was refused by the trustees.

At the death of Hon. Mr. Templeman the business was placed in the hands of the late R. L. Drury, Joshua Kingham and A. B. Fraser, and in the hands of the latter two since the death of Mr. Drury eighteen months ago. During the whole of this time, despite war conditions, the *Times* has continued to return large dividends.

By Mr. Templeman's will it was merely stipulated that the newspaper should be sold to the best advantage as soon as possible. There were no stipulations as to its editorial policy. Mr. Templeman told the executors shortly before his death that he would not be justified in placing restrictions on its future. He said that he had no doubt but that whoever acquired the newspaper would continue its policy of a quarter of a century, for one reason that it would not be good business to attempt to do anything else.

HUMOUR IN THE TORONTO WORLD

Hok: What's the matter, Nunkey John?

John: Billy's gin me silent treatmen' an' I got to swaller free wheat. An' he gin it to Borden an' Tom White an' th' hul Tory party, an' they're takin' it down, too. An' he gin it to Hurst an' Howrd Ferg'son on nickel, an' they put th' tax on Wallis Besbit's outfit fur a millyen dollars.

Hok: He's some mesmeriser.

John: He kin mesmerise a jury, or a farmer's meetin',—

Hok: How did he put th' Bloor viaduct over?

John: Yuh can't beat him. He's mesmerised me into that an' he mesmerised Sunday cars on to th' town. He gives our editor silent treatment every day, an'

when it's workin' on him he howls an' shouts an' takes on dredful.

Hok: He helped me when I went up to Manitoba to give a hand in defeating the Roblin government on the school question—when The Tely and Sam Hughes took his side—

John: 'Twas him an' yuh that beat Roblin—

Hok: Weren't we right?

John: May be; but my idee is to stick to th' ole party when she's rong, even if yuh got to swaller yure principles.

Hok: When he gives you silent treatment can't you stop it?

John: He kan't reach me when I'm in bed an' got glass telegraf pole casters on th' legs ov th' bedsted. But he kin get into me on th' street or in my orfis unless I wear gum shoes on my feet.

Hok: He says he is going to build a hundred thousand dollar memorial to all the boys who left South York for the war, up at Earlsclourt when the war is over—

John: If he says he'll do it yuh kan't stop him. He does what he sets out to do an' he makes all th' res' help.

Hok: Does he give the Preacher silent treatment?

John: Yep; he makes him write Th' Globe artikles on my puttin' in th' likker ads.

Hok: Does he make you put them in?

John: 'Course he does. I kan't help myself. An' he made me put up th' price to twelve cents per strait, an' I done it 'genst my will, an' I got to take th' muneey cos I need it—

Hok: Do you blame that on Billy, too?

John: Yuh bet yuh, little man. He's th' cause ov all th' trouble in Wee York.

(Editor's Note: The above is just one of the endless series of skits of a like sort appearing in the *Toronto World*. "Hok" is H. C. Hocken, ex-Mayor of Toronto and publisher of the *Orange Sentinel*; John is John Ross Robertson, proprietor of the *Toronto Telegram*, and The Preacher, Dr. J. A. Macdonald of the *Toronto Globe*.)

MONTREAL LE BULLETIN SUED

LE BULLETIN, a French weekly newspaper of Montreal, has been sued for \$25,000 by Mayor Martin, of the same city, for alleged libel. The action has been taken because *Le Bulletin* persisted in handling the business which pertained to the Mayor, as that gentleman states, "without gloves, much to his personal injury." A. P. Pigeon is the publisher and does much of the municipal printing. Despite this, the Mayor signed contracts for the continuance of much of the city of Montreal printing by Mr. Pigeon.

HELD REUNION OVERSEAS

OLD members of the *Winnipeg Telegram* editorial staff held an interesting reunion abroad recently, when Capt. E. F. S. Mather, who previous to the outbreak of war, held the position of city editor, and Mrs. Mather, entertained at their home in Folkestone fellow-workers of Capt. Mather on the staff of the *Telegram*, who have laid down the pen to take up the sword. Those who attended were Capt. A. E. H. Coe, Lieut. K. T. Creighton, who has since joined a Winnipeg battalion on the firing-line; Lieut. C. W. McQueen, who is slowly recovering from wounds, and Mollie Glenn. Members of the staff now overseas and invited, but who were unable to be present, were Lieut. C. J. McGillivray, Lieut. H. B. Boreham, confined to hospital; Sergeant Howard Wolfe, prisoner of war in Germany; Sergeant Shannon Cormack, Sergeant A. E. Gorman, and Fred Cruise, in France.

A Montreal Reporter Gets a Scoop

By W. E. PLAYFAIR

The following merry story appeared in the Montreal "Star." While the affair that led to the hurried departure may not be of first-class magnitude, yet as a story of how scoops are "pulled off" Mr. Playfair's narrative is likely to be enjoyed by others and so PRINTER AND PUBLISHER reprints it.

ONCE knew a man who claimed that the only baggage he took when travelling was a toothbrush, a nightshirt and a Bible. That list always appeared slightly inadequate, yet was heavy freight compared to what a United States customs inspector discovered one night some two weeks ago when he looked into my travelling bag as the Grand Trunk train crossed the river that separates Windsor, Ont., from Detroit, Mich. There was absolutely nothing at all in that bag.

"You're travelling light, my friend," remarked the official, suspicious, as all of his kind must be. No doubt he thought me one of the many Ontario folk who like to do their shopping in the United States and evade duty on their purchases.

He was wrong. I usually buy goods in Canada, and it is not my habit to confine the contents of my grip to the three articles mentioned. But this was an exceptional occasion. I had had no time to make preparations for the voyage, even to the extent of a clean collar.

That was on a Tuesday. A morning paper had announced that the Montreal Tramway Commission would that day leave for a tour of various American cities to study street railway franchises and conditions. The City Editor asked me to verify the report, and at 8.30 I learned that it was correct.

At nine o'clock the managing editor came in and nonchalantly asked who had been assigned to follow the American tour of the Tramways Commission. That question "started something," as questions asked by the managing editor have a habit of doing. "We'll send Playfair," said the city editor.

BEARING THE NEWS

The last part of that paragraph is mere hearsay, however, for I had gone out in the meantime to attend to that most comforting item in a day's programme, a supplementary breakfast consisting of a cup of coffee and a cigarette at the One-Arm Ritz. This gives one a certain poise for the day's adventures, and it was with a step of assurance that I was sauntering up St. James street about 9.45 or so, when I met Percy, one of the office boys. He appeared perturbed.

"You're going to Chicago this morning," he said. "The train leaves at 10.15. I'll meet you at the station with your ticket and money."

One gets used to these things, in soldiering and newspapering, but the particular instance was somewhat sudden, as the old maid said. To begin with, the place where I hang up my hat is some four miles away from St. James Street, and a taxi man said he would not undertake to get me home and back in time for the 10.15 train. That disposed of the question of baggage. It so happened that one of the boys in the office had an empty suitcase handy, and I took that trusting to the Providence of itinerant newspaper-

men for the rest. After all, an empty grip is much more imposing than nothing at all.

At 10.15 the five commissioners, their secretary, Mr. Beaudry, and their technical adviser, Prof. Herdt, were on the platform at the Bonaventure station when I arrived with my empty bag.

"Going travelling?" asked Sen. Casgrain, genially.

"Yes, I'm going with you," I replied, and at once the Senator did not appear so genial. In fact an air of extreme chill pervaded the place from that moment.

"How did you find out we were going?" another commissioner inquired.

I pointed out that the morning paper had mentioned the fact, and that I had verified it over the telephone.

"Will there be other newspapermen?" was the next question.

"I can't tell you that," said I. "You'll have to ask the other newspapers. You just about didn't have me."

RAILWAYS ARE FREE

They showed me all too plainly that their missing me would not have broken their hearts, much. But it was patent that I had a right to travel on the Grand Trunk Railway if I wanted to, and that the City of Detroit was open to me as well as to them. I do not wish to wrong the commissioners. The party was made up of seven genial gentlemen, but they were just a little embarrassed at the moment. All that day I remained away from them, sparing their feelings.

And so in time we came to the City of Windsor, where the customs inspector opened my grip and discovered its lack of contents. And a little later we came to the City of Detroit—it was about 1 or 2 o'clock, depending on whether you have Eastern or Central time on your watch—and to one of Mr. Statler's hostleries, where the commission had reserved accommodation.

I well knew that I was the Ruth of that expedition, that whither they went—est I had also to go, or miss out on their proceedings. I had not reserved accommodations, but I had to stay at that hotel, even if I slept on the billiard table.

"No rooms left," said the clerk, when he had assigned the seven to their reservations. "Hold on, though, I have a nice big sample room with a bed in it. I can let you have that for \$3, and give you something better in the morning. Will that do?"

It did. It had to. The bellboy picked up my grip—I saw the surprise on his face when he felt its weight—and I was taken to a room that looked like the interior of a drill hall. In its vast expanse of emptiness was but one piece of furniture that appealed to me, and that was what seemed an infinitesimal bed set just about the geographical centre of the place. That night I slept without—but I will draw a veil over that part of my

hardships. You see, Detroit stores are not open after midnight, and my suitcase was empty. The next morning I visited a haberdasher, and from that time on until the end of the tour I gathered here and there a collar, and a shirt and a handkerchief and a pair of socks, and all was well. Fortunately, I returned via Welland, not Windsor, and it was another customs inspector who examined my grip. But surely it is not smuggling to buy the bare necessities of civilized life!

A "DE TROP" NEWSPAPERMAN

Bright and early Wednesday morning I met Commissioners Laurendeau and Ver-ville in the lobby of the Statler, and they were still not pleased to see me. In one of my reports I had occasion to refer to these gentlemen as the "early birds" of the commission, owing to their matutinal habits, and this did not please them too well. In fact, with them and the other commissioners my status was something less than nil. It is unfortunate that a newspaperman must sometimes be *de trop*. Unfortunate, but inevitable. It is this fact that gives a newspaperman a forehead of brass. I had to feel a little sorry for those commissioners because they could not shake me. But sentiment must not interfere with duty. I put it aside and followed pertinaciously.

They are all men of intelligence these commissioners, and they gradually succumbed to the inevitable. I had exhibited no symptoms of rabies, nothing but a stubborn determination to "stick around," so there came to be a species of convention between us, that I was to follow merrily along but that when matters of a private nature were being discussed, I was to feel no rancor if they ejected me from their presence.

This was quite satisfactory to me, for I have always disassociated the idea of journalism and those of porch-climbing, listening in on the telephone, reading other people's letters, and betraying confidences.

In Detroit I followed the commission to the City Hall, to the offices of the street railway company, and, in short, everywhere. In Chicago, which is a whizzing city, I developed almost bloodhound acumen, but on one occasion the commissioners appealed to the "unwritten law." I was politely excluded from the conference with Bion J. Arnold, on the theory that that great traction expert might not talk as freely if he knew that a newspaperman was present. But I attended the conferences with the mayor, the heads of the two traction companies, and representatives of Mr. Arnold's board of supervising engineers. I made a great find in John E. Wilkie, vice-president of the Chicago Railways Company, who had been a newspaperman himself for twenty years. He was also head of the United States Secret Service at the time of the Spanish-American War, and as such, he told me, he had a "thundering row" with the Montreal *Star* over some matter published by this paper. But he had outgrown his rancor when I met him.

I followed the commission to Indianapolis, and on to Cleveland. They had got over their suspicion of me, although a couple of the members were never really reconciled to the idea. They concluded their work in Cleveland about noon on Wednesday last, and then, having got the habit, I followed them home to Montreal.

Makes \$5,000 a Year in Profits and Salary

The Record and Rules of a Successful Small Shop —Julian Wetzel Got \$100 for Writing What Follows

In a National Contest for a prize of \$100 offered by the Chandler & Price Company, for the best article submitted on the subject, "How We Made a Small Gordon Shop Pay," the winner, Julian Wetzel, contributed the contribution which follows. His essay is so good that PRINTER AND PUBLISHER is glad to be able to pass on to its readers what Mr. Wetzel has written.

PROFIT is the difference between selling price and cost price, plus all overhead.

Profit is not salary—you can get a salary any place, and the salary you draw from your own business is not profit.

We never made a sure profit until we knew our costs. Nobody can.

So we installed an accurate cost system which gives us running time on each press, idle time make-ready and impressions per running hour.

We have six Chandler & Price presses, two each—8x10, 10x15 and 14x20. The hour cost is 90c, to which we add 25c, and sell the hour on any Gordon at \$1.12½. We sell the hour—never the number of impressions if we can avoid it.

Our investment in Gordons is approximately \$1,350. They are all equipped with fountain and the large ones have vibrators. For the past twelve months these presses have averaged in impressions per running hour as follows (including make-ready):

14x20	928
8x10	1,278
10x15	1 069

This record is not remarkable on its face, as a great deal of our product is of the higher class and much of it is color register. We do not strive for speed—because we sell the hour and because quality is the paramount consideration.

WHAT GORDON PRESSES EARNED

Our shop does some cylinder work through trade press rooms and the actual volume of our job press output is not kept separate from the cylinder work, but for the current year a very careful estimate of our Gordon output places the figure at \$24,000 gross business.

Our output is extremely varied. We do everything that will look up for Gordons and, apparently, we are doing it successfully—ledger leaves, factory and office forms, stationery, circulars, booklets, small catalogues, labels, checks, deposit slips, laundry tickets and advertising literature of almost every kind.

We sell to our local business men almost exclusively through two good salesmen and the manager.

THE POLICY THAT WON RESULTS

"How We Made a Small Gordon Shop Pay" could be summed up in the policy of this organization. We made our shop pay for the same reason that Uncle Remus' rabbit "clumb er tree"—we were oblegged to. The shop came to its present owner by accident. He had all his savings invested in it as a side issue—saw them dwindling away through bad management, and took it over. He had ideas and ideals and began to put both into practice—and he has never lost sight of them.

Only an outline can be recorded of

what made money and friends for us—and the same plan will make money and friends for any small shop anywhere.

If you are stung on a bid, deliver what you promised and pocket the loss.

Deliver a service. Be more than a mere printer. Let your customers know that you are giving them more than five packages of printing—that brains and beauty are on every sheet.

Guard your promises as you would your honor or your purse.

Keep the orders moving quickly in the shop. Turnover of investment means much to men of small means.

Have your shop on the ground floor if possible. Nobody likes to climb stairs.

Locate in as prominent a place as your allowance for rent will justify.

Have a nice, clean, up-to-date office—and keep it so—for the public sees only your office. It is the point of contact.

Have an absolutely accurate cost system and an approved method of accounting. (If you can't install them, employ experts, but have them).

Make your business force a growth in your plant—never otherwise—an addition to your plant will not bring a dollar's worth of new business, of itself.

KEEP YOUR PLANT SMALL

Keep your plant small. If you are rushed, work harder, the rush will soon be over. Don't buy things until you know positively you need them and will always need them.

Be out of debt. If you are in, get out—and stay out.

Take all your discounts. Three per cent. in 30 days is equal to 36c per annum. You can't beat it.

Employ good men and pay them the very highest wages and salaries—nothing good is cheap. Then put them on their honor to produce and make good.

Have good machinery and equipment—it spurs the pride of your men, begets quality and increases output.

Don't temporize with incompetent or disloyal help, and don't wait to fire them. "Do it now."

Shun men that drink as you would a pestilence. If you drink yourself, you're on thin ice and if you drink in office hours you might as well close up now—it will save the receiver the trouble.

Be something in your city and community. Join your local civic organizations, lodges and churches.

Be clean of heart, clean of person, optimistic, charitable.

ADVERTISE YOUR BUSINESS

Advertise your business truthfully by direct mail advertising. If you can't write the copy, hire it done. You have all the machinery at hand for excellent advertising—don't neglect it—preach by precept.

Don't manage too much. The best

managed shop is the one which requires least of it.

But, say you, "These are only glittering generalities."

Ay, ay, man, and so they are, but they are the unbroken rules of a small shop known from the Atlantic to the Pacific because of these "generalities"—a shop worth \$7,000 which returns to its owner more than \$5,000 per year in profits and salary.

There can be no set rule for making money in the printing business. We must deserve to make money and work to make money, and any man or firm that measures up these "generalities" will know "how to make a small Gordon shop pay."

Success comes from within.

FREDERICK BRIGDEN

FREDERICK BRIGDEN, sen., President of Brigden's Limited, is dead.

Mr. Brigden came to Canada in 1872 from England, and, in association with Henry Beale, established the Toronto Engraving Company. Mr. Brigden was the leading exponent of the art of wood-engraving in this country, and practised his profession with enthusiasm until the advent of the modern photographic processes drove the finer art of wood-engraving from the field. He was, however, one of the first to see the change coming, and added the new methods to his business as they were perfected.

In his early years in Toronto he did some of the best work in portraiture and landscape engraving for the Toronto *Globe*. Illustrations of many of the leading men of the country were engraved by him, together with landscapes depicting various aspects of the country from drawings on the boxwood by F. M. Bell-Smith, the late L. R. O'Brien and others of the pioneers of Canadian art.

FRIEND OF THE DEAF

Shortly after reaching Canada, Mr. Brigden, who had become deaf through an illness in childhood, became associated with the late J. D. Nasmith in conducting a bible class for the deaf. He maintained his interest in this work, and during the past ten years organized it into the Toronto Mission to the Deaf, an undenominational society embracing all those suffering from loss of hearing or speech in Toronto, and reaching out to those similarly affected in other parts of Ontario.

Mr. Brigden was fond of reading and kept well up with all the intellectual movements of the day. In this connection, twenty-nine years ago, he organized a Literary Club for his sons and a small circle of their friends, which met in his home in Toronto. The club known as the Saturday Club, has continued its meetings uninterruptedly until the present, and has been a helpful factor in the lives of many young men.

His other interests were field geology, entomology, and outdoor sketching, the latter giving him much pleasure in recent years.

George and Frederick H., sons, are the active principals in Brigden's, Limited.

I.C.M.A. CONVENTION

THE forthcoming convention of the International Circulation Managers' Association will be held in Atlanta on June 12, 13, and 14.

Why Western Canada Wants Better News Service

The Text of the Petition Presented to the Government at Ottawa
by the Daily Newspapers of Western Canada and British Columbia

IN THE April number of *PRINTER AND PUBLISHER* is an extended account of the operations of Canadian Press and of its subsidiary organizations, under the caption "Production and Distribution of News in Canada." Much of the story referred to the efforts being made to have Canada's news service nationalized—efforts certain to be crowned with success in the very near future, thanks to the action of the Dominion Government's provision of \$50,000 per annum to help pay for the cost of all-day leased wire services.

The Government's decision to make an annual grant was the outcome of a petition of daily publishers of Western Canada and British Columbia that the Dominion Government should assume the cost of a 24-hour leased wire between Ottawa and Winnipeg to be operated for the benefit of the newspapers of Canada. The text of this petition makes interesting reading, and so *PRINTER AND PUBLISHER* re-prints this Petition as being a document of real importance and well worth the reading of every publisher in Canada. The Petition is as follows:

PETITION

*Right Hon Sir Robert Borden, G.C.M.G.,
Prime Minister of the Dominion of
Canada, Ottawa, Ontario.*

Right Honourable Sir:

In support of our petition, we beg to present the following memorandum:

A national news service devoted to the collection and interchange of Canadian news and in particular to the distribution of parliamentary information has been for some years past supplied to the public which they serve. This has been carried at night by a leased wire connecting Winnipeg—the natural point for the collection and distribution of news for the Canadian West, including British Columbia—with Ottawa and Montreal, where in turn the news of Eastern Canada, the Maritime Provinces included, is assembled; while by day a small service has been brought in from the same points over commercial wires. From Winnipeg leased wires, operated for twenty-four hours a day, carry both day and night services; and as the existence of the paper depended upon obtaining such service many newspapers assumed obligations out of proportion to the revenue-producing possibilities of the locality served by them. The great cost of this ambitious enterprise has thus far been met on a basis of mutual agreement by the daily newspapers of Western Canada. The burden has proved too onerous. Present financial conditions, coupled with the reduction of the number of papers, have imposed such heavy additional obligations on the remaining members in this co-operative movement that a situation has been created which must now be considered. It is recognized, however, that the difficulties confronting the Western Publishers are fundamental, not temporary, and that the present prevailing financial

conditions have merely hastened the consideration of a situation which sooner or later must be met. Much against their desire the Western Publisher sees no alternative but hereafter to secure their news at the nearest point of origin, Minneapolis. They recognize that such a course must be detrimental to the national interests of Canada by making Western Canada more and more dependent on United States' sources of news and by seriously limiting the volume of news from Eastern Canada and diminishing the flow of Western news to the East. Before taking such action they deemed it their duty to submit the facts to the Government of Canada, conceiving that they may regard it as a matter worthy of their attention and consideration. We therefore set forth the situation in some detail for your information.

NATIONAL SERVICE PERFORMED BY LINKING UP EAST AND WEST

During the past seven or eight years the Western daily papers, through the Western Associated Press, Limited, have carried the burden of bridging the gap between the Eastern and Western news distributing centres—Ottawa, Montreal and Winnipeg. The assembly at and distribution from Winnipeg of an adequate service of news involves an extremely heavy expenditure, consequent upon the lengthy and non-revenue producing wire mileage between East and West. So far as the morning paper news report is concerned, this has been done for the past three years by leasing a night wire from Montreal and Ottawa to Winnipeg, and thence leasing wires covering the Prairie territory and on to the Coast. Over this wire a general world news service, a full western domestic report and a report covering parliamentary sessions and departmental news at Ottawa have been furnished to the reading public of Western Canada. and a comprehensive service covering Western Canada and British Columbia has been laid down at Montreal for distribution to morning papers of Eastern Canada. This has involved the leasing of 1415 miles of wire between Montreal, Ottawa and Winnipeg; 1294 miles in the three Western provinces; and 725 miles from Calgary to Vancouver and Victoria. In thus bringing the newspapers of Western Canada and Eastern Canada into close and continual intercourse Western Publishers feel that they have been making a contribution of great value to the work of national unification. It would be a matter of great regret to them should existing conditions oblige them to abandon this national wire and take in its place a leased wire service from the nearest United States point. Such a step will reduce the West to virtual dependence for its world news on American sources, with the free flow of Canadian news between East and West checked by relatively high commercial tolls and reduced to a comparatively meagre volume—a condition of affairs

that must tend to the isolation of the West from the East.

WESTERN EVENING PAPERS BRING NEWS FROM STATES

Considerations of cost oblige the evening papers of Western Canada to bring their standard news service from the United States. During the past few years several attempts have been made to inaugurate a day leased wire connection with Eastern Canada similar to that of the morning papers, but the unproductive gap blocked the way. Evening papers now bring in their world service over a leased wire which runs from Minneapolis to Winnipeg, the wire mileage between these two points being 451 as compared with 1415 between Winnipeg, Ottawa and Montreal. The Minneapolis day service when received at Winnipeg is supplemented by a small budget of Eastern news delivered at Winnipeg from Eastern Canadian points by commercial wire, and the service thus strengthened is then filed to day papers in the West over the day leased wire before referred to. Owing to the day commercial rate of one and a half cents per word the Eastern service is limited in volume. The result is that Eastern Canadian news constitutes in bulk not more than six or eight per cent. of the entire news service supplied to the evening papers of Western Canada.

Commenting on this unsatisfactory condition Mr. J. H. Woods, Chairman of the Evening Paper section, said at a recent meeting at Calgary of the W.A.P. members that he understood from the Manager that whereas the morning paper service, through the agency of the Montreal—Ottawa—Winnipeg wire, was carrying from four to five thousand words of Eastern Canadian and Ottawa news for use of Western morning papers, less than a thousand words of Eastern Canadian and Ottawa news was carried in the day service for the evening papers of Western Canada. During the sessions of parliament the disparity in wordage from Ottawa between the day and night papers was still more marked. During the parliamentary session the budget of news from Ottawa to the day papers remained practically constant. The night papers, owing to their possession of a leased wire, were able to expand the service and enjoy reports running, he understood, on occasions to as high as 10,000 words. "This," said Mr. Woods, "is because the day cost of this Eastern wire is prohibitive, and consequently the day papers are obliged to go to Minneapolis for the great bulk of their news service. The relatively high cost of a cent and a half a word between Eastern Canadian points and Winnipeg prevents the W.A.P. assembling anything but a scant Eastern service. Shortly the Ottawa parliament will be in session, an occasion of the greatest importance to the public and newspapers of Western Canada. Through the leased wire now being maintained by morning papers a splendidly efficient, unbiased and copious sessional report will be furnished all

morning papers by the W.A.P. Bureau at Ottawa, but at the most but a few hundred words of day happenings could be made available over commercial wire for evening papers. If the night leased wire were to be abandoned the full and accurate parliamentary report would have to be dropped; and the people of the West would be served, as was the case some years ago, with a synopsis, much abbreviated, of parliamentary proceedings."

VALUE OF OTTAWA SESSIONAL REPORT

The great value of the Ottawa sessional report has been recognized ever since the W.A.P. has been in business. At the first annual meeting, Nov. 26, 1908, the president, Mr. M. E. Nichols, in the course of his address made the following remarks: "The success of co-operative news gathering in Canada was strikingly demonstrated during the late session of the Dominion Parliament. Throughout a long and exceptionally bitter session, the papers served by the Western Associated Press printed the reports of the routine proceedings furnished by our Ottawa correspondent, Mr. Wallace Dafoe, and not one complaint had been heard. This is a tribute not only to our Ottawa correspondent, but to the fairness and moderation of the newspapers served by the Western Associated Press, which, perhaps for the first time, have been able to serve their readers with an absolutely correct and impartial report of the sessional proceedings."

Speaking on the same subject at the annual meeting held on October 6, 1913, Mr. E. H. Macklin, the President, said:—"I cannot leave this subject of the news service without touching on the excellent sessional and departmental reports W.A.P. subscribers continue to receive from the W.A.P. Ottawa Bureau. Not all our members, perhaps, are aware that the W.A.P. compiles the only comprehensive, non-partisan sessional report sent from Ottawa, and it is satisfactory to know that the experience of former years has been repeated, not a single complaint of partisanship having been received in this connection. Not only through its Ottawa Bureau, but through careful work of its correspondents all along the line, and judicious editing at Winnipeg, the W.A.P. is well maintaining its reputation for strict impartiality, with no axe to grind, engaged solely in supplying its clients with news uncolored as it develops."

INCEPTION OF THE NIGHT EAST LEASED WIRE SERVICE

Conditions during the first four years of the existence of the Western Associated Press, Ltd., made it impossible to establish even a night leased wire connection with Eastern Canada. Existing morning papers were too few in number and too weak in resources to apportion and bear the heavy extra expense entailed over the cost of the service of that day, which consisted of a leased wire to Chicago (afterwards changed to Minneapolis) supplemented by fifteen hundred to two thousand words from Eastern Canada. But the undesirability of this state of affairs was understood and opportunity only awaited to remedy it. The first step was taken at a meeting of W.A.P. members at Calgary on Nov. 2, 1910, when a resolution was adopted as follows:—"That the delegates representing Western publishers at the meeting of the Canadian Press, to be held

at Toronto, Ont., Nov. 8 next, be instructed to suggest that a committee be appointed to wait on the Dominion Government with the view of impressing the benefits that would accrue to the people of Canada by the building, as a Government work, of a copper wire from Halifax, N.S., to Victoria, B.C., over the Intercolonial and Canadian Pacific Railways: the same to be leased to the Canadian

1902, it has been necessary to obtain the reports of the American Associated Press from Minneapolis, a night leased wire being maintained between that point and Winnipeg, while the day service was received from the same source on a word basis. This arrangement was unsatisfactory inasmuch as we could not obtain from the American Associated Press reports edited at Chicago and Minneapolis the class of news which Western Canada requires. The reports were seriously defective in British and foreign cable, and although we endeavored to remedy this defect we were unsuccessful.

"It then became evident that the only solution of the problem was to lease a wire at night between Montreal and Winnipeg, a distance of 1415 miles, and at a cost, including operators, of nearly \$15,000.00 a year. The cost at first seemed prohibitive. . . . We negotiated with the Canadian Press, Ltd., which maintains a leased wire between Montreal and New York, with a view to securing access to the Associated Press reports at Montreal, and, if possible, to make arrangements for an interchange of Eastern and Western Canadian news. These arrangements were successful and have enabled us to obtain . . . a report of world news, and a much more comprehensive summary of the news of Eastern Canada than has ever been available for Western papers.

"We feel that this has a national as well as a newspaper value. East and West have been brought into some intimate relations by the enterprise of the Western Associated Press in maintaining a leased wire, which permits the two great sections of the Dominion to enter more freely into each other's business and social life. It is a matter of further satisfaction to the Association that this has been achieved without Government assistance of any kind whatever. It is a product of newspaper enterprise, an enterprise rendered extremely difficult by the vast extent of unproductive territory between Montreal and Winnipeg, and consequent lack of intermediate newspapers to carry a portion of the cost. Under the present arrangement more Western news is finding its way into Eastern newspapers, our leased wire making this available for their readers. We feel that this is of distinct and tangible value to the whole of Canada, to the West not only in the wider publicity which Western enterprise and development receive, but in the elimination of many irresponsible agencies, which in the past have done serious injury to the West, through imposition on the press of the United States and Canada; and to the East by the complete information instantly available of Western crop and industrial conditions."

BENEFITS DERIVED FROM AN ALL-CANADIAN NEWS SUPPLY

Since the opening of this wire very particular attention has been paid to Parliamentary sessional and departmental news—the Western Associated Press maintaining a special Bureau at the capital for the purpose of covering all news of this character fully and promptly. The existence of this wire and the presence in the capital of the representative of the Western Associated Press provides an agency for the immediate dissemination throughout the whole of Western Canada of announcements deemed to be



Cover of a booklet prepared by *Motor and Sport* on the automobile, tire and accessory situation in Western Canada. This is the first proposition of its kind ever gotten out by any of the motor publications in the Dominion of Canada. The booklet in question has only been out some three months, and a tremendous volume of new business has been the result of placing *Motor and Sport's* proposition before advertisers in condensed form. Most manufacturers of automobiles, tires and accessories had no idea that the West offered such a prolific field for their products.

Press at cost, that is to say at annual rental sufficient to cover interest charges, maintenance and depreciation."

A year later the morning papers of the West decided to begin the all-Canadian service, depending entirely upon their own resources, though not over-confident of how long they could maintain it. On Jan. 1, 1912, the Montreal—Ottawa—Winnipeg leased wire was inaugurated, the expense being borne entirely by papers west of Port Arthur. In his annual address of that year, Mr. Nichols made the following comment on that enterprise:—"The last year has witnessed the most important development in the history of the Western Associated Press. Until Jan 1,

in the interest of the country. On many recent occasions this has been utilized to the advantage of the Government and the public, with respect to matters affecting the raising of troops, the furtherance of the thrift and production campaigns, and, more recently, in support of the present campaign for National Service. Very full reports of the series of Western meetings addressed by the Prime Minister and the Director of National Service were furnished over the wires of the Western Associated Press free of cost and in good time for publication in the morning papers of Eastern Canada. In fact the statement may be made with confidence, susceptible to documentary proof, that in these days of national peril, the Western Associated Press has been enabled through its night leased wires to bring morning papers of Western Canada into intimate and immediate touch with every form of Government activity at Ottawa, as well as to maintain for morning papers of both East and West a close and continuous relationship on all news of national value.

The newspapers have had many evidences of public appreciation of the benefits supplied by the all-Canadian night leased wire, which in its later developments has extended from Coast to Coast. The free current of domestic news flows unchecked and no longer is subordinated to the often minor news originating in the United States. In the old days when the point of origin of the service was in Chicago or Minneapolis (as is yet the case with the evening paper service) the reports relating to international or imperial affairs were those which had been prepared, naturally in the first instance, for the American public and were in many respects not equally acceptable, by reason of omissions or coloration, no doubt wholly unconscious, to Canadian readers. Such a service inevitably paid but little attention to news chiefly of interest to Canadians. News of this character did not fall within the scope of the American Associated Press, from which this service for Western Canadian newspapers was drawn. On the other hand American news, political, commercial and industrial, bulked much larger than was necessary or desirable in a news service intended for papers published in Canada. Realizing that this must tend towards the Americanization of the mixed population of the West and loss to the Canadian national ideal, the Western morning paper publishers established their leased wire connection with Montreal and Ottawa and the evening paper publishers have sought to devise a plan whereby they can do the same.

The foregoing references, of course, are not to be regarded as reflecting in the slightest measure upon the integrity, impartiality and capacity of the American Associated Press. The Canadian newspapers, by their arrangement with the Associated Press, have been given access to a service of world's news unsurpassed in scope and volume, high in character, accurate in every department and scrupulously honest in its treatment of war news. The Canadian daily newspapers and the Canadian public are unquestionably under deep obligation to this great American newsgathering organization.

HEAVY MILEAGE STILL IMPOSED ON THE WEST


Quite apart from the long haul from the East, the daily papers of Western Canada have to carry a very heavy mileage in their own territory. Exclusive of the wire mileage East of Winnipeg the morning papers of Western Canada carry each more than double the mileage carried by each morning paper in the Ontario and Quebec section. The prairie circuit west of Winnipeg, serving morning papers at Regina, Saskatoon, Edmon-

(Montreal, 470,480, Toronto, 376,538, Ottawa 87,062, Quebec 78,710, London 46,300), against 251,332 for the Prairie section (Winnipeg 136,035, Regina 30,213, Calgary 43,704, Saskatoon 12,004, Edmonton 24,900, Nelson 4,476), while the combined population of Vancouver and Victoria is 132,061. As compared with the East the population of the West outside the cities is scattered sparsely over a big area. Morning papers of Toronto, for instance, have a very large tributary population, of which Hamilton is the

This calendar, issued by the Estevan Progress, is remarkable for its size, since it measures 34' x 45', which makes it one of the largest calendars PRINTER AND PUBLISHER has seen. Bold and attractive and spacious, it makes an attention-compelling and impressive advertisement. The courage that led its issuers to distribute a calendar of such costliness is characteristic of the West, and perhaps also of H. T. Halliwell, the publisher of the Estevan Progress. The picture on the calendar is a fine, full-color reproduction of a fine painting, and it is certain that many recipients of this calendar will have the picture framed, for it is worthy of such preservation and compliment.

"ESTEVAN PROGRESS"

TWELFTH AVENUE, ESTEVAN, SASK.



ADVERTISE IN THE PAPER WITH
A DISTRICT-WIDE CIRCULATION

1917		JANUARY					1917
SUN	MON	TUE	WED	THU	FRI	SAT	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

ton, Calgary and Nelson, B.C., totals 1294 miles. Cost of this falls on six morning papers, or 215 miles apiece. From Calgary to Vancouver and Victoria three Coast morning papers lease 725 miles of wire, or 242 miles each. Nine morning papers of the Ontario and Quebec section lease altogether 1061.4 miles (New York to Montreal 398.2 miles; Montreal to Quebec, 177.6 miles; Montreal to London via Ottawa, 485.6 miles) or but 116.8 miles apiece. This does not take into consideration the French papers served in Montreal who bear an appreciable share of the total cost. Details of the Western leased wire mileage are shown in the accompanying blue-print, but since this was prepared the prairie section has lost morning papers at Winnipeg, Moose Jaw, Regina, and Medicine Hat.

POPULATION DENSER IN EASTERN CANADA

Comparing the population of the cities served by morning papers, as given in the 1911 census returns, the total for the Ontario and Quebec section is 1,059,090

largest unit. It is apparent, therefore, that quite outside of the connecting wire between East and West the morning papers of Western Canada, with about one-quarter of the population, carry an average of leased wire mileage over double that of morning papers of Ontario and Quebec. The evening paper situation in the West is similar, except that the cost of the day leased wires is so great that evening papers have to do without a wire connection with the East, going to Minneapolis instead, and for the same reason the leased wire is not operated farther west than Calgary.

WESTERN PUBLISHERS AGREE TO MEMORIZE THE GOVERNMENT

At a meeting in Calgary of Western morning newspaper publishers held in January, 1915, to consider the situation created by the withdrawal of several contributors to the upkeep of the service, a decision was reluctantly reached to revert to the former arrangement by which the night wire, like the day wire, should be served from Minneapolis. Since that

time the suggestion has been made by the evening newspapers that the morning newspapers, postponing for the time being the contemplated change, should join with them in submitting all the facts to the Dominion Government for consideration and action, if the matter appeals to them as one affecting the national interests.

The proposition which the Western publishers submit to the Government is that there should be a state-owned or state-controlled telegraph line from Ot-

the Western Associated Press, Ltd., including every daily newspaper publisher between the Head of the Lakes and the Pacific Coast.

E. H. MACKLIN
President.

CHAS. F. ROLAND
Treasurer.

J. F. B. LIVESAY
Manager and Secretary

Western Associated Press, Ltd.

Winnipeg, Man., Dec. 28, 1916.

As has been previously said this Petition realized its objects, and it is probable that in the course of a few weeks the nationalization scheme will be freely consented to by all existing Canadian news-gathering and news-distributing agencies; and that there will be found one central organization.

HEARST SERVICE MAY NOT STEAL FROM A. P.

THE application of the Associated Press for a writ of injunction restraining the International News Service from appropriating complainant's news at any time prior to publication by complainant's members was granted by Judge Augustus M. Hand in the federal district court. As to the right of the complainant to an injunction restraining the defendant from the appropriation of complainant's news after publication, the court states as follows:

"While I am personally satisfied, after giving the matter most careful consideration, that the right exists to prevent the sale by a competing news agency of news which is taken from early publication of complainant's members before a sufficient time has elapsed to afford opportunity for general publication, and that the existing practice amounts to unfair trade, yet the matter is one of first impression, and my decision cannot be regarded sufficiently free from doubt to justify the granting of preliminary injunction upon this branch of the case."

The effect of this opinion is to leave open for decision upon the final hearing the question whether the Associated Press is entitled to an injunction against the appropriation by the International News Service of news after its publication by the members of the Associated Press.

THE TORONTO "GLOBE'S" CIRCULATION.

THE circulation of the Toronto *Globe* stands to-day at over 92,000 copies daily. That this circulation is exceptionally choice is commonly conceded. Just how the *Globe's* circulation is made up is ascertained from its last A.B.C. report. From this report the following particulars are taken and are provided in the belief that they will be read with keenest interest by publishers generally.

CITY—	
Carriers (regular)	6,006
Dealers and Ind. Carriers	13,364
Counter Sales	81
SUBURBAN—	
Carriers (regular)	5,353
Agents, Dealers and Ind. Carriers	7,199

Total City and Suburban..... 32,006

COUNTRY—	
Agents and Dealers	18,912
Mail Subscribers	33,731

Total Country .. 52,643

OTHER CIRCULATION—

Advertisers, Employers' Service,
Complimentary, etc. 2,768

Total Distribution 87,444
(This for 15 mos. ending Sept. 30, 1916)

CITY—

	Carrier	All Others
Paid in Advance	44.2%	
Paid Monthly		91.3%
Arrears Under 1 Yr.	55.08%	7.2%

SUBURBAN—

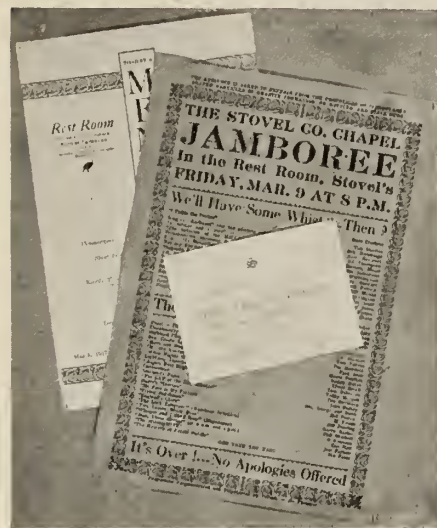
Paid in Advance	96.6%	8.0%
Paid Monthly		84.2%
Arrears Under 1 Yr.	3.4%	7.3%

COUNTRY—

	Mail.	Dealer.
Paid in Advance.....	96.6%	8.0%
Paid Monthly		84.2%
Arrears Under 1 Yr.	3.4%	7.6%

The *Globe's* A.B.C. report also gives details of out-of-town circulation in full—names of places and net circulation through agents and by mail. The following are a few typical figures.

	Agents	Mail	Total
Acton	34	101	135
Ayr	75	104	179
Barrie	214	147	361
Belleville	269	147	416
Brantford	705	198	903
Camp Borden	1100	20	1120
Chatham	341	209	550
Cobalt	8	47	55
Collingwood	269	103	372
Galt	354	339	693
Goderich	126	189	315
Guelph	500	289	789
Hamilton	2257	99	2356
Kingston	253	258	311
Kitchener	262	243	505
London	586	507	1093
Ottawa	137	137	274
Owen Sound	298	355	653
Peterboro	336	200	536
Renfrew	125	46	171
St. Catharines	1113	179	1292
St. Thomas	136	133	269
Seaforth	84	215	299
Simcoe	186	206	392
Stratford	8	512	520
Sudbury	340	34	374
Thorold	178	26	204
Trenton	156	119	275
Welland	326	163	489
Windsor	287	85	372
Woodstock	345	137	482



Menu, programme and invitation card used in connection with the opening of the new plant of the Stovel Company, Winnipeg.

tawa to Winnipeg acquired by construction or lease, which will be available for the free transmission of news between the East and the West for 24-hours a day. The wire, it is suggested, shall be equally at the disposal of the Eastern and the Western newspapers, through their respective organizations, for the transmission of news—the Western service to consist of Eastern, general, and parliamentary news, with a return service of such volume of Western news as may be desired by the Eastern newspapers. There will be no difficulty in apportioning the use of the wire under conditions entirely satisfactory to the publishers of East and West.

The placing of such a wire at the disposal of the Canadian daily newspapers by the Dominion Government will make possible a continuous interchange of news, both by day and night, between the East and West, which must conduce to a better understanding by the people of each section of the problems and difficulties of the other and thus powerfully promote national solidarity and unity. The Government is asked to use the power vested in it by the people of Canada to remove, so far as the interchange and distribution of news is concerned, the great belt of unproductive country which divides the East from the West, and creates so many problems for Canadian statesmanship to solve.

The mileage between Ottawa and Winnipeg is 1,295 miles. and this wire at an annual cost per mile of \$25.00 could be leased for 24-hours a day at a total rental of \$32.375 per annum.

Your petitioners humbly pray for the consideration of your Government.

Signed on behalf of the membership of



Cover of brochure issued by the Toronto *Globe* for distribution among advertisers. The contents are an interpretation of some of the news and special features of the *Globe*, and which make it a newspaper of appeal, power and value.

Concerning Some Publishers' Competitions

Some Competitions are Essentially Bad—Some Enrich or Benefit Contestants
—A Score or So of Definite Suggestions Worth Every Publisher's Attention

MANY newspapers in Canada employ competitions of one kind and another to promote circulation and a deeper interest in their publications and in so doing may be doing a legitimate and proper thing; but there are competitions and competitions. In proof whereof there are shown on this page illustrations of two ideas—the one of the *Winnipeg Telegram*, and the other of a paper which shall be nameless. The one competition calls for the exercise of intelligence and judgment, and cannot help but prove of advantage to every participant; the other imposes demands on participants of a positively wicked and foolish character, and gives no results of value. Counting circles and dots is not an intellectual pastime; and when these circles and dots are so arranged as to baffle the eye and strain the vision to the point of its temporary or permanent impairment, then the exercise is condemnable and should be forbidden.

Competitions when inaugurated should, speaking generally, reward contestants in some useful or enriching way quite apart from the prizes offered. They should provide a certain degree of pleasure and profit, and should demand the exercise of skill and judgment.

A COMMENDABLE COMPETITION

The case of the *Winnipeg Telegram's* "censorship" contest illustrates this point very happily. This contest requires readers to read newspapers judiciously and is designed to cause them to prefer crisp, factful news from which all padding or irrelevant matter is eliminated. Counting circles or dots, by comparison, looks worse than foolishness.

SOME SUGGESTED COMPETITIONS

If publishers favor competitions, there are many contests which they can propose beneficial to them and to participants. For example, the following competitions

will stand up under the test question—Does it stimulate in a useful and beneficial way the participant, and does it yield the publisher something of value?

Here are some competitions which PRINTER AND PUBLISHER suggests are worth while:

Draw a map of county or township, marking thereon roads, villages or towns, school houses, churches, and other public or semi-public buildings.

Draw a map of your neighborhood, as far as you have a good knowledge of it, marking thereon the locations of properties owned with the names of owners.

Provide plans for a model garden of flowers and vegetables of size (state size).

Farmer Jones has five fields, each 10 acres in extent, situated in ——— township. Soil is good clay loam, well underdrained. Suggest the crops that should be grown in these five fields, or the use made of them, for a period of five years.

If a farmer were given \$500 to spend on farm improvements, how can he profitably use the money, in your judgment?

What are the twenty best children's books in the local public library?

What sort of memorial should this town or county erect in honor of our soldier boys who have fought in the Great War?

What ten articles or departments do you like best in this issue, and in the next four issues of (name of paper)?

What in your opinion are the ten most interesting places (towns, cities, villages, battlefields, etc.) in Canada?

Give in not more than 500 words a synopsis of Canada's political history since 1867—the birth of Confederation.

What sort of sermon do you like best.

How should an income of \$1,200 a year be spent to support a family of four—husband, wife, son aged 12 and daughter of ten, living in a rented house for which a monthly rent of \$20 is paid?

What are the undone things that ought to be done by our county council during the next four or five years?

Write the story of Joan of Arc in words of one syllable, and in not more than 200 words.

Newspaper Critic Contest

\$15.00

First Offer of the Kind by Any Newspaper—
Original, Educating, Elevating

Every number of the *Winnipeg Telegram* has a page for the contest. Your judgment, your criticism, of what is best and worst in a paper is a right and a duty.

Remember That You Are To Censor All Three Winnipeg Newspapers

Read carefully through the *Telegram*, *Free Press*, and *Telegraph* of today's date, March 11, and then, in your own handwriting, write on the back of this page, or on a separate sheet, your criticisms of each of the three papers. All criticisms must be written on the back of this page, or on a separate sheet, and must be written in your own handwriting. All criticisms must be written on the back of this page, or on a separate sheet, and must be written in your own handwriting. All criticisms must be written on the back of this page, or on a separate sheet, and must be written in your own handwriting.

The *Telegram's* policy of censoring all three papers is a feature that we must mention in the past few months—we will go to the bottom of the matter, and we will go to the bottom of the matter. The *Telegram* will pay \$15.00 to the author of the best criticism submitted. The *Telegram* will pay \$15.00 to the author of the best criticism submitted. The *Telegram* will pay \$15.00 to the author of the best criticism submitted.

The Spirit of This Offer Of The *Telegram* Is One Of Mutual Interest

It is a recognition that we are a free people, and that we are a free people. It is a recognition that we are a free people, and that we are a free people. It is a recognition that we are a free people, and that we are a free people.

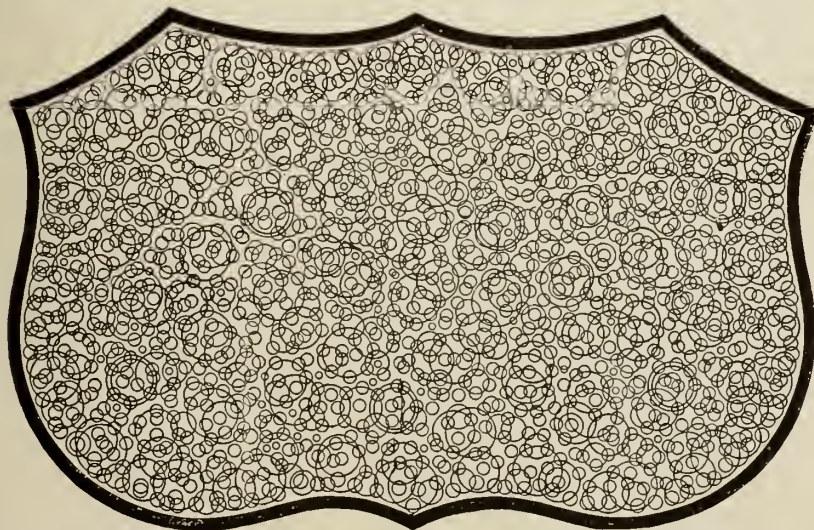
By the *Telegram's* policy of censoring all three papers, we are not only giving you a chance to express your opinion, but we are also giving you a chance to express your opinion. By the *Telegram's* policy of censoring all three papers, we are not only giving you a chance to express your opinion, but we are also giving you a chance to express your opinion.

All criticisms must be written on the back of this page, or on a separate sheet, and must be written in your own handwriting. All criticisms must be written on the back of this page, or on a separate sheet, and must be written in your own handwriting. All criticisms must be written on the back of this page, or on a separate sheet, and must be written in your own handwriting.

FILL IN THIS COUPON—Don't Tear Off

NAME _____
Street Address _____
Post Office _____
BENEFICIARY (Name in 100 Words) _____

See instructions above for sending in this coupon and page.



This maddening illustration was used by a Canadian newspaper in connection with a circulation contest. The proposal was to count the circles. PRINTER AND PUBLISHER reproduces the puzzle to illustrate its comment on this page.

What books (stories or other classes of literature) do you know of that have our Canadian North-West as their background?

If you had to make a speech on the subject of Canada's future—to consist of not more than 1,000 words, what would you say?

If you had \$1,000 to spend on travel, how would you spend it?

How would you arrange your kitchen, supposing it to be 12 x 14 feet, with one inner door, one door leading outside, and one window, 3 ft. 6 in. wide, to make it a model kitchen in equipment and convenience?

Where are some very choice and unoccupied building sites in our town or county?

If you had liberty to choose twenty books for your library—books not now possessed by you—what would they be?

Who, in your opinion, are the ten most useful citizens in this community, and why?

The Local Newspaper and Its Rewards

Is There Money in Publishing a Weekly Newspaper?

The Orillia Packet's Answer

WHEN Dr. Henry Hough passed away at a good old age, four or five weeks ago, he was spoken of as a man who had had the rare experience of making some money in the business of publishing a town newspaper in the Province of Ontario. More than one of our friends have expressed surprise at this statement. Perhaps some even took it with a grain of salt. The fact is that Henry Hough's case offers the only exception known to the writer after a newspaper experience of just half a century.

A few local newspaper men have made some money—our late friend, Sam Westley, of the *Barrie Advance*, for instance—but it will generally, if not invariably, be found that the money has been made in some line of business outside. Even Dr. Hough, though he has been spoken of as having made money out of the *Cobourg World*, left that town for Toronto only about ten thousand dollars better off than when he started the paper.

LABOR WITHOUT REWARD

Naturally the question will be asked why labor without reward, from the monetary point of view, should be practically the universal experience of the "country publisher." Is it lack of business ability? Not necessarily. There are not a few publishers who possess average business ability, or more. The simple truth is that the problem of getting money out of a local newspaper will not be solved until somebody has discovered how to take the breeks off a Hiellman or to extract sunbeams from cucumbers.

The money is not got out because it is not there to take out. The publisher of a local weekly has so many columns of space to sell. There is a limit to the price he can get, because there is a limit to what the business man can afford to pay, and get a margin of profit on the goods he advertises. And there you are. Very far beyond those limits the best business ability cannot carry the shrewdest or most active of men.

PROFIT FROM PUBLISHING

Is there possibility or prospect of improvement? He must have a keen vision who can discern any. It is true that a realization of the possibilities of trade opened up by the advertising columns of the newspapers has grown wonderfully in recent years. It is true that the Liptons and Wanamakers of commerce publicly and unreservedly ascribe their wonderful success to advertising. It is even true that in a wide-awake town like Orillia practically all the shrewd business men use the columns of the newspapers, and would as soon think of lighting their stores with coal oil lamps as cancelling their advertisements. But after all, the local newspaper's position is little, if at all, improved.

With a better appreciation of the value of advertising came a more careful study of how to do it. That meant more frequent changes of matter. It meant also much more matter in a given space. In other words, it meant more, much more,

work for the printer, with little, if any more pay. All business benefits; the town benefits; but where does the benefit to the publisher come in? There are local papers all over this province printing columns of advertisements for which, after the setting and distributing of the type is paid for, the publisher gets practically nothing.

THE FATAL FASCINATION OF PUBLISHING

All this being true, the natural question is: Why do men stay at the business? There are various reasons. The



MR. W. R. DAVIS

Who has retired as editor and proprietor of the *Mitchell Advocate* after an unbroken record of 57 years in that capacity. His record is probably unequaled by any other newspaper man in the Dominion.

chief is that the editing and publishing of a newspaper has a unique fascination. Given any reasonable aptitude for the work, a man once engaged in it seldom can bring himself to leave it. There is a camaraderie among newspaper men peculiar to the guild, and once in the fold, there is an almost insurmountable disinclination to get out. The work itself fosters, even begets, public spirit, and with this growing disposition comes also the ability to view money-getting in its proper perspective, with a willingness to take life as it is, and rest content with what comes, realizing that "we brought nothing into this world, and it is certain we can carry nothing out."

Does newspaper work bring also, in addition to a contempt for mere money-getting, a wider charity and a more benign patience? Let us hope so. Both are often sorely needed. In the light of an intimate knowledge of the burden of his work for the community which he unselfishly serves, and the paltry material return which it brings, one needs both charity and patience to suffer the ignorant who wantonly declares that "the newspapers of this town are robbing the business men," and to refrain from telling him what is in your heart, that you ex-

cuse him because of his incurable ignorance and his native ill-breeding, for which it would not be fair to hold him altogether accountable. — The Orillia Packet.

MAGOG "ENTERPRISE" QUILTS

WITH the issue of March 29 the *Magog* (Que.) *Enterprise* ceased publication—for a time at least. This decision was brought about by the high and still advancing cost of paper and other material required in the printing of a newspaper.

The publishers announcement said: "Some time ago an effort was made to induce the publishers of weeklies in the Eastern Townships to increase their price of subscription from one dollar to one dollar and a half. We did not then think the people would stand for the jump and consequently opposed it. Since that time one township paper has quietly gone out of business.

"We feel that the development of the daily paper has made the weekly something that is not felt to be a necessity and is even a luxury in some cases. In this we may be mistaken. But the daily press has been compelled to double their rates of subscription, and many have ceased publication. Papers which sold at three dollars per year are now asking six in order to keep in the field. One daily newspaper has lost a hundred thousand dollars a year during the past two years.

"The work of getting out a country weekly paper is no easy one. News is often scarce and correspondents are unable to make something from nothing."

The mills of the gods grind slowly. There are other weekly newspapers in Canada that will go the way of the *Magog Enterprise*—down to inglorious death because of the blindness of their publishers and their fear of their own public—an imaginary fear. Perhaps it is just as well in the public interest that stubborn and fearful men who refuse to do the right thing when the time and occasion for doing the right thing occur, refuse to measure up to requirements.

FIFTY-SEVEN YEARS A PUBLISHER

THE *Mitchell Advocate* announced the retirement of W. R. Davis, who for fifty-seven years was its editor and proprietor, a unique record in the journalistic life of Western Ontario. Mr. Davis' retirement was necessitated by continued ill health. Mr. Davis went to Mitchell in the year 1860, at the age of nineteen years, and with his brother, the late J. E. Davis, launched the *Advocate*, the first issue appearing early in April of that year. The *Advocate* has not missed an issue during all the intervening years. Before going to Mitchell, Mr. Davis held positions on the *Quebec Mercury*, the *Toronto Globe*, and the *Ayr Observer*. The *Advocate* now passes into the hands of H. D. Davis, who has been associated with his father in the publishing business for the past twenty-five years, and for some time back has filled the position of editor and manager.

BRITAIN CONSERVES PAPER

IN ORDER to conserve the paper supply the publication of any new newspaper, without a special license from the Board of Trade, has been prohibited by the British Government.

PROF. McIVOR ON PUBLIC OPINION

PROF. R. M. MACIVER, of the University of Toronto, gave an address in Toronto last month on "The Formation of Public Opinion," in which he collected all the many influences which have in historic and academic ways borne on the making of what is called "public opinion."

"Advertising," he remarked, "tries to reach the inert body of opinion which won't read small print or attend meetings."

A "new social influence we must not underrate," was his finding on the cinematograph. "Scarcely a film which does not advertise something or somebody. The more it is despised by the higher the more it becomes a means of influencing the lower classes. The double armor of irresponsibility and anonymity renders the press almost invulnerable, for it gives the idea of impersonal force," said Prof. MacIver.

The spoken word in Canada, he said, had a narrower range than in most countries, and, therefore, the written word was of more importance in the Dominion. If controlled, said the professor, the press could act almost as a hypnotic agent, and, therefore, it was very important that it should be kept free from the influence of special interest. Professor MacIver pointed out what he called certain peculiarities of the Canadian press, one of which was the little use made of "Letters to the Editor," which was an important feature of the best English press. On the other hand, the Canadian press, Professor MacIver said, provided compensation by its habit of seeking interviews with authorities on subjects brought into prominence, and in this respect there was a happy co-operation between public and press undoubtedly to the advantage of both. Professor MacIver said there was no national press in Canada, not because it was the fault of the newspapers, but because it was divided into five sections, partly because of race and language, but mainly through geographical conditions.

"A democracy that ceases to be critical ceases to exist," said the professor, "for criticism saves a country from political corruption. It must, of course, be informed criticism, or else caprice will be substituted for direction, and democracy is impossible where men and women are politically and socially uneducated, hence the importance of the necessity of social and political education to support any true democracy."

CAPITAL'S INFLUENCE

A SPEAKER at a Canadian Club a few weeks ago deplored the increasing influence of capital over newspapers. There could not be a more complete mis-reading of the facts. Twenty-five or thirty years ago, as every old journalist knows, it was difficult to induce any newspaper to criticize capital or attack a corporation. Now it is just as difficult to induce a newspaper to defend capital or a corporation, even if legitimate ground for defence exists. Capital as such has practically ceased to have any influence with newspapers, and any one familiar with the working of the modern newspaper knows that the last thing its staff thinks about is the interests of organized capital or the power of any corporation.

We agree with Professor MacIver that we have no national newspaper in Canada.

There are great newspapers in Montreal and Toronto and Winnipeg, but none of those newspapers are truly national in character. There is no national newspaper in the United States. Such journals as the *New York Times* and the *Chicago Tribune* have great influence and are widely circulated, but after all the one is of the East and the other of the West. Owing to distance it is doubtful if we ever can have a daily newspaper in the United States or in Canada that will be a truly national organ. Professor MacIver said that one of the peculiarities of the Canadian Press was that little use was made of Letters to the Editor. There is a reason. Not many letters worth publishing are written for Canadian newspapers. In this respect there is a marked difference between Great Britain and Canada. Our representative men do not send letters to the newspapers. Neither do our University professors. In Great Britain many leaders in Industry, in Finance, in Letters and in the Sciences, address themselves to the public from time to time through the newspapers. Here few of our leaders in these fields do so. They seldom appear in the newspapers, unless some interest with which they are concerned is attacked or they have some immediate personal or political end to advance.

Most newspapers publish all the letters they get that are worth using, and not a few that are not worth using. Any Canadian newspaper would be glad to have such correspondence as goes regularly to the great English dailies. But we do not get it. We cannot agree that an interview takes the place of a letter. Too often an interview, like the condensed report, does not make the man say what he wanted to say, and in the spirit in which he would have written. For there is personality in letters just as there is in individuals. Again, most letter-writers take too much space and ensure that because of length they will be read by few.—*The Toronto Daily News*.

(Editor's Note: The reference to Professor MacIver of Toronto University has to do with a public address of his on the subject of "The Formation of Public Opinion.")

JOURNALISTIC AMENITY

THE *Regina Morning Leader* has accepted the overtures of good-fellowship and courtesy made by the *Regina Daily Post* and the *Saskatoon Daily Star*, seeking, as the *Leader* puts it, "to eliminate the bitter note of partisanship" from their journalistic debates.

"The extremes of partyism and the bitter personal political note, found so frequently in the newspapers of the Dominion," says the *Leader*, "have long been a reproach to Canadian journalism." The attainment of ideal conditions of warfare had been supposed prior to 1914 to have been practically achieved. The whole world was supposed to have been civilized. The *Queensbury* code of the prize ring had been elaborated and extended to warfare, and it was not supposed that any great nation would fight in any but a gentlemanly fashion, and would scorn to hit below the belt. One dirty fighter, however, upsets all conditions and leaves much of the work to be done over again. The dirty fighter will, of course, be ruled out of the confraternity of honorable combatants, just as the dirty rider is warned off the track.

The real difficulty appears to be in having the regulations of chivalry and courtesy, which men, as individuals, are usually willing to observe, extended to the impersonal bodies or organizations of men which are represented by a nation, a political party, a newspaper or review, or a corporation. Men acting for

one or another of these entities will do things which they would not do on their own account. The highest standards existing in the individual members of the body are not observed, nor even the average standard. In some evil fashion, the conduct of the aggregate body falls below even the average opinion of the mass.

Naturally, there are notable exceptions, and it is, therefore, the more necessary to take humanity as a whole to restore a possibly waning optimism.

The observance of newspaper amenities is more widespread than formerly. The efforts of our Saskatchewan friends should be supported. If there were no dirty fighters among the newspapers, or the parties, or the corporations, we should all soon attain a delightful level of reason and breadth of view.—*Toronto World*.

GOVERNMENT BY THE PRESS

THE nearest that Great Britain ever came to government by the press was in the extraordinary relations between W. T. Stead and the *Pall Mall Gazette*, and the Liberal government under Gladstone. Gladstone was idolized by a large part of the people, and more closely enjoyed arbitrary personal power than any British statesman of the nineteenth century. Stead at the zenith of his genius and before it began to suffer the degeneration which, ending in semi-derangement, might almost be said to have dominated Gladstone. The position of the *Pall Mall Gazette* was unique, but the result could not be called government by newspaper. That a somewhat similar relation exists between Lord Northcliffe and Lloyd George has frequently been suspected. If that is the case, it is a foregone conclusion, from their revealed natures, that some day they will fall out. For the sake of the Empire, it is to be hoped that this day will postdate the war.—*Winnipeg Telegram*.

PITY THE COUNTRY EDITOR!

AT THE recent session of the Ontario Legislature, Liberal members found an inspiration to eloquence in the discussion attending the accounts of cost of furnishing the new Ontario Lieut.-Governor's official residence. In reporting the discussion, the *Toronto Telegram* said:

"But it remained for the elongated school teacher-editor from Chesley, William Macdonald, to make the great oratorical effort of the day. He has a peculiar whine to his delivery that makes him a specialist in truly rural political oratory. His appearance helps some, too. Consequently when he halted the House on its way into a supply with an amendment condemning the Government for its extravagant and wasteful expenditure in connection with Government House he was right in his element. It appears that William had appealed for \$500 for colonization roads in his own native Bruce and had been turned down, consequently he had a real grievance. Moreover, the ball room in the new provincial palace vexed his spirit and set showers of virtuous indignation through his frugal frame."

CHANGE OF NAME

Beginning with the April, 1917, issue, the title *Motor and Sport* was changed to *Motor in Canada*. *Motor and Sport* has gone ahead by leaps and bounds. Only a short time ago it was carrying less than ten pages of advertising, while to-day well over thirty pages are carried. It isn't so very long ago that *Motor and Sport* had less than 2,000 actual subscribers, and to-day it has well over 10,000.

Seven U.S.A. Newsprint Makers Are Indicted

Charged with Violating the Sherman Anti-Trust Law—Five of the Seven Make Up Executive of the Newsprint Manufacturers' Association—Effect of the Indictments

THE Newsprint Manufacturers' Association of the United States and seven members of its executive committee have been indicted by the Federal grand jury, charged with violation of the Sherman Anti-Trust Law.

The seven individual defendants are George H. Mead, Philip T. Dodge, Gordon H. P. Gould, George Chahoon, Edward W. Backus, Alexander Smith and Frank Sensenbrenner, all heads of large newsprint paper manufacturing concerns, who together are said to control fifty-five per cent. of the newsprint paper production of the country.

Mead is chairman of the Executive Committee of the Newsprint Paper Manufacturers' Association, and president of the Spanish River Pulp and Paper Mills, the Lake Superior Paper Company, and of the G. H. Mead Company of Dayton, Ohio. Dodge is president of the International Paper Company. Backus is president of the Minnesota & Ontario Power Company and the Fort Frances Pulp & Paper Company. Chahoon is president of the Laurentide Company, and manager of the Canada Export Paper Company, a selling company alleged to control the sales between the Dominion of Canada and the United States.

Gould is president of the Gould Paper Company, the Donnacona Paper Company and formerly of the St. Regis Paper Company. Sensenbrenner is vice-president of the Kimberly-Clark Co. Smith is described as a "leading banker in the United States in the flotation and sale of the securities of newsprint manufacturing companies, interested largely in the Minnesota & Ontario Power Company," the Spanish River Pulp & Paper Company, the Lake Superior Pulp & Paper Company and the Abitibi Power & Paper Company.

George F. Steele, secretary of the association, was not named as a defendant, the indictment explains, because he appeared as a witness before the grand jury, and was instrumental, under subpoena, in furnishing many facts needed by the Federal prosecutors. But Mr. Steele is held culpable with the defendants because they with "said Steele have had the active management and control of the affairs of those concerns."

WHY THE INDICTMENT

The indictment sets forth that the daily output of the paper in the United States is about 6,300 tons of an approximate value of \$250,000. Of this output about 5,600 tons are manufactured and shipped by the concerns represented by the News Print Association.

The indictment says that because the Newsprint Manufacturers' Association controlled 55 per cent. of the newsprint trade and had the facilities for controlling 65 per cent., the "defendants and said Steele were able to dominate to said listed concerns as to the manner in which they should carry on said trade and commerce, and were able, through their said knowledge and said connections, to en-

croach upon said trade of such concerns as might fail to submit to the regulations, rules and decisions."

The indictment goes on to say that the rules and regulations promulgated by Mr. Steele and the defendants prevented the concerns from competing with each other or with the Great Northern Paper Company, of Millinocket, Me.

Other parts of the "regulations, rules and decisions" said in the indictment to have been adopted by the Newsprint Association for the purpose of controlling the trade so that high prices might be demanded read:

"To coöperate in discouraging the erection of new mills or the installation of new machinery for the manufacture of such paper, to coöperate in preventing new concerns from competing by transferring orders and contracts for such paper to such new concerns on condition that such new concerns should not compete with said concerns, to furnish from time to time to said Newsprint Manufacturers Association at 18 East 42nd Street, in the Borough of Manhattan, for the information of the defendants and said Steele, full and complete information and data concerning their contracts with their customers and the quantity of such paper manufactured, carried in stock, or sold by them, and also the capacity of their several plants and other details of their several businesses."

WHAT PROSECUTORS SAY

The case is being handled for the Government by Bainbridge Colby and Mark Hyman, special Assistant United States District Attorneys.

Mr. Hyman said that the alleged conspiracy to raise the price of newsprint paper began late in 1915 or early in 1916. Prior to these dates business was dull and the demand for paper was limited. When business picked up, the combination began to increase the price, which then ranged from \$36 to \$38 a ton. In August, 1916, an announcement was made that the price would be raised, and the International Company increased its rate to \$50 and later raised it to \$60.

"The Newsprint Association," said Mr. Hyman, "represents about 43 paper manufacturers. Among its members are all of the manufacturers in the United States except the Great Northern Paper Company and the Tidewater Paper Company. The increase in rate went on until the minimum price was \$60 a ton, and the maximum rate appeared to be the blue sky. Some of the little fellows who bought through jobbers paid as much as \$160 a ton."

A "LOOSE" ORGANIZATION

Bainbridge Colby, associate attorney with Mr. Hyman, said:

"The newsprint combination is a somewhat loosely articulated one, but in my opinion clearly and obviously designed to circumvent the prohibitions of the Federal laws against combinations in restraint of trade.

"The association gathered from its members not only data as to their capacity and output, but copies of outstanding contracts with the publishers of newspapers, of every member of the association.

"The association thus had information as to how every newspaper in the country stood as to its supply of newsprint paper, and the date of expiration of every contract.

"The members of the association frequently refused to give quotations on newsprint paper to any publisher who had a contract with any other member of the association.

"As the dates of the expiration of such contracts approached, the newspapers were obliged to renew contracts for their current supply, but on asking questions as to price were met by the refusal of manufacturers of newsprint paper to deal with each other's customers. The result remitted the publisher to the concern with whom his expiring contract was made, and left him helpless before the exactions as to price and other conditions dictated by the manufacturer.

"The prices charged by members of the association are greatly in excess of prices which independent producers, even under war conditions, are content to receive.

"There has been a relatively slight advance in the cost of materials entering into the manufacture of newsprint paper, but nothing comparable to the advance in prices which as been made through the concerted action of the members of this combination, and under restricted competitive conditions brought about by the association whose purposes and methods are now directly challenged by the action of the Federal Grand Jury.

"The Newsprint Manufacturers' Association was unincorporated. It had no articles of association, no by-laws. It kept no minutes if its meetings, nor was any record kept of the proceedings of its executive committee, which held meetings nearly every month.

"The informality of its procedure marks the latest phase in the progressive effort to invent some means of evading the Sherman anti-trust law. It was clearly the effort of the association to secure all the benefits of illegal combination without exposure to the risk of prosecution."

"Not guilty" pleas have been entered by the seven newsprint manufacturers indicted.

EFFECTS OF THE INDICTMENT

Just what the effect of the indictments will have with reference to the price of newsprint, as fixed by the Federal Trade Commission, is not known. In some quarters it is believed that it will upset them to the extent that the \$3.10 figure will prevail, while others are of the opinion that the offer of the papermakers was unqualified, without any strings, and cannot be withdrawn, regardless of any action by any agency of the Government.

No promises of immunity were held forth, it is said, to any of the papermakers. The figures published by the Federal Trade Commission were taken from the books of the various companies, and the price set for the six-months' period was based upon the figures which the manufacturing companies themselves furnished, and from records which their own employees kept.

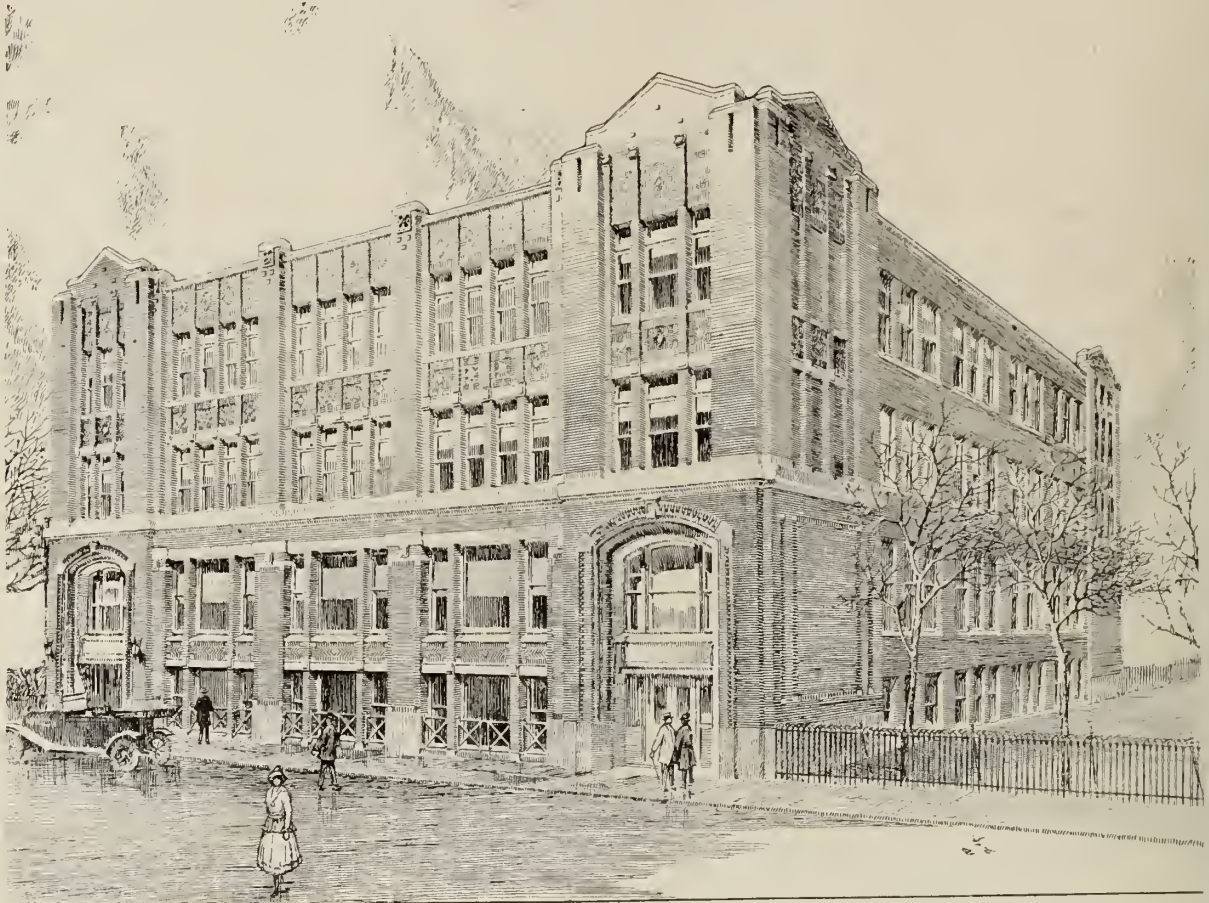
That there is a greater degree of dissatisfaction among manufacturers to-day than at any time since the Federal Trade Commission set the price at \$2.50, but which has yet been put into effect, is evident. A number of them, it is said, have offered to make concessions, and it

way affect the price fixing on the part of the Federal Trade Commission. It is the opinion of several that the Commission will be clothed with the authority to cope with the situation and to compel the manufacturers to make reasonable quotations for their product. The belief is expressed by many that the indictments mark the beginning of the end of the combine that has forced up the price of paper by creating what the Federal Trade Commission terms "an artificial shortage," and compelling publishers to bid against one another, thus creating an auction market.

The general belief is that the indict-

In the fall of 1913 the plaintiff supplied samples to the defendants to be used in obtaining orders for goods to be supplied by the plaintiff. The defendants paid \$70.55 for these and subsequently placed contracts which were delivered, but when the war broke out and goods "made in Germany," which the plaintiff contended was a provision of the contract, were not allowed to be brought into Canada, he was prevented from further fulfilling the deal.

The defendants denied that the "made in Germany" was a binding stipulation of the contract and this, with the question as to the law on the subject of war breaking a contract of such a nature, was what the Court was called upon to adjudicate. No decision had been given up to the time of our going to press.



The illustration shows the new printing and publishing plant being erected for the *Public Press* and the *Grain Growers' Guide* on Vaughan Street, opposite the Y.M.C.A., Winnipeg. The building is of reinforced concrete and will be fireproof throughout. It has one hundred feet of frontage on Vaughan Street, with a depth of one hundred and twenty feet, and will consist of three stories and a basement, with a foundation to carry three additional stories to be added later. The Gothic style of architecture has been followed. The cost of the new building will be approximately \$170,000. It is expected that the new premises will be ready for occupation by September 15th.

is declared that at least one manufacturer has offered to go over to the side of the publishers, finance and erect a mill of great capacity for the furnishing of newsprint at reasonable price, under such safeguards that publishers may be assured of fair dealing for a number of years in advance.

That this offer has been noised about seems evident, for within the past few weeks similar propositions have come from other sources, and, in addition, a number of manufacturers who were, prior to the returning of the indictments, inclined to the belief that the Government investigation would amount to nothing, are now anxious, it is said, to make concessions.

Publishers who have followed the matter are of the belief that the indictment of the papermakers will not in any

ments returned last week will result in restoring competition, break up the combine, and will, in connection with the proposition to enlarge the authority of the Federal Trade Commission, give that body the power to prevent extortion in any line of business, either during or after the conclusion of the war. The whole matter is of deep interest to Canadian users of newsprint since the effects and results of this indictment will probably cross over into this country.

STONE LIMITED LOSE CASE

WHETHER an Order-in-Council forbidding goods from Germany entering Canada absolves a contractor from keeping his contract is a question that arises in the claim brought by Joseph E. Ellery, an art publisher in New York, against Stone Limited, lithographers, Toronto.

NORTHCLIFFE OFFERS PAPER TO U.S.A.

LORD NORTHCLIFFE has offered the output of his print paper mills in North-Eastern Canada to American newspaper publishers to relieve the print-paper situation. The output of the mills is 600,000 tons a year, and a sufficient factor to probably break the present high prices.

HELIGONIANS ARE GREAT READERS

How is this for a newspaper reading community? On Saturday, March 10, 17,000 copies of the *Halifax Evening Mail* were bought and paid for. This is in a city of less than 10,000 homes. And beside this another evening paper printed 7,000 copies, and still another 3,000. Can any other city in the Dominion of the same size make as good a showing?

A RECENT bulletin of the American Newspaper Publishers Association devotes considerable space to the question of subscription rates to newspapers. Evidence is shown that in every instance where an increase has been necessary it has been received by the public in good part and without loss of any subscribers to speak of, because they know that even at \$5 a year the Daily newspaper is the cheapest, that it is the best value that any man can buy to-day. The Association strongly urges every publisher to discontinue at once publishing a paper at a loss simply to get a little more circulation. The reading public do not desire it.

C.P.A. ANNUAL MEETING

The annual meeting of the Canadian Press Association will be held Thursday and Friday, June 14 and 15, in Toronto. The sessions will be held at the Central Technical School, as last year.

The big event will be the presence of John R. Rathom, editor and publisher of the *Providence Journal*, which newspaper has sprung more sensations since war began than any other paper in the world. As a consequence Editor Rathom has become a world figure, and it may be that he will reveal at this year's C.P.A. annual meeting how his paper obtained its numerous scoops.

The outline programme is as follows:

THURSDAY, JUNE 14.

10.00-11.00 a.m.—General Session.
11.30-12.30 a.m.—Sectional Sessions.
1.30- 5.00 p.m.—Sectional Sessions.
8.00-10.00 p.m.—Editorial Night.

FRIDAY, JUNE 15.

9.30-12.30 a.m.—Sectional Sessions.
1.30- 5.00 p.m.—General Sessions.

No excursion will be held this year, owing to the difficulties of general transportation problems. The attendance this year gives promise of being exceptionally large, many publishers having already indicated their intention of attending. On editorial night ladies and the general public will be invited to attend.

A.N.P.A. ANNUAL MEETING

The 31st annual meeting of the American Newspaper Publishers' Association was held in New York, during the last week of April. The sessions were replete with interest.

At this year's meetings Canada figured prominently, due in part to the presence and participation of Canadians, and in part to the fact that Canada's war history and achievements are of first-class interest to Americans who are now facing and solving many of the problems that confronted Canada when she entered the great war.

Some of the incidents, events, and items of interest connected with this year's meeting are as follows.

The Association discussed with animation the question of whether the newspapers should give their space free to the Government for war objects.

A. G. McIntyre, Canadian newspaper expert, employed by the A.N.P.A., received an ovation when the report of the Paper Committee was presented and his work was fully endorsed.

At the annual luncheon of the Bureau of Advertising, J. F. MacKay, of the *Toronto Globe*, presided. Mr. MacKay was tendered a special luncheon later on by a few of his friends as a tribute to his fine service on the Advertising Committee and to himself as a man.

At the annual banquet of the A.N.P.A. the chief speakers were Major-General G. T. M. Bridges, of the British Army, now in America with the Balfour Delegation; Mayor Mitchell, of New York; Hon. N. W. Rowell, K.C., M.P.P., of Toronto and Hon. James W. Gerard, former U.S. Ambassador to Germany.

J. F. MacKay was presented with cuff buttons and shirt studs at the banquet given in his honor.

John M. Imrie, manager of the C.P.A., addressed the meeting of the Bureau of

Advertising. (See his address elsewhere in this issue of **PRINTER AND PUBLISHER**.)

Members present from Canada were all from Toronto. They were: J. F. MacKay, *Globe*; John Ross Robertson, *Telegram*; N. T. Bowman, *Telegram*; W. C. R. Harris, *Daily Star*; A. T. Macdonald, *News*; and George E. Scroggie, *Mail and Empire*.



F. B. WHITTET

Recently appointed Secretary-Treasurer of the Riordon Pulp and Paper Company.

PROMOTION WELL DESERVED

E. B. WHITTET, who was elected secretary-treasurer of the Riordon Pulp and Paper Company, at the annual meeting a few weeks ago, is a young man who has forged rapidly to the front, by sheer ability and hard work. Born in Montreal thirty-three years ago, Mr. Whittet began his commercial and financial career at a very early age, starting with the firm of Gault Bros. He was only sixteen years of age at the time, but he attracted the attention of A. F. Gault, and when the secretary-treasurer and whole office staff of the Excelsior Woollen Mills, which Mr. Gault controlled, resigned, young Whittet was sent to take charge of the accounting department, acquitting himself so well that he was kept in charge for five years.

After a brief experience with a couple of Montreal concerns, Mr. Whittet joined the office staff of the Riordon Co., about ten years ago as accountant. His ability and zeal in the interests of the company have been rewarded by promotion to positions of increasing responsibility at various stages during that time. About five years ago he was appointed assistant secretary-treasurer, and was made treasurer a year ago. As stated his promotion to the position of secretary-treasurer was made a few weeks ago.

Mr. Whittet is also secretary-treasurer of the Ticonderoga Pulp and Paper Company, the management of which is conducted from the Montreal office of the Riordon Company. Recognized as a very clever financier Mr. Whittet has been an important factor in the success of the Riordon Company, and his services are very highly appreciated by the directors. As an indication of their confidence and esteem he was elected a director of the Ticonderoga Company.

PAPERS BANNED

ANOTHER batch of pro-German publications has been banned from circulation in Canada. It includes: *The Mississippi Blaetter*; *The Melting Pot*, St. Louis; *The Monthly Illustrated Atlantis*, New York, and *The Blaetter and Blüten*, St. Louis.

In the current issue of the *Canada Gazette* are listed a further number of objectionable publications. The list includes: *The Seattle German Press* and *Washington Staats-Zeitung*, the *St. Joseph's Blatt*; "*Barolong Atrocity*"; "*The Abuse of the American Flag by an English Warship*," published by the American Trust Society of New York, and "*Revelations of an American Citizen in the British Army*," published by the same company.

It is interesting to note also that the Canadian Censor's Department thinks it necessary to put the ban on a book published in England, namely, "*Defeat—the Truth About the Betrayal of Britain*," by Arthur Mee and J. S. Holden, with an introduction by Dr. C. W. Saleeby, F.R.S.E.

PROHIBITED GERMAN PUBLICATIONS

THE censor has prohibited the circulation in Canada of ten additional newspapers and publications. They are: *Philadelphia Demokrat*, a daily German newspaper; *Hindenburg's March into London*, published in Philadelphia; *Philadelphia Sonnetags Gazette*, a Sunday paper printed in German; "*Hans Und Herd*," a German monthly magazine, published in Cincinnati; "*Uns Ilm*" (*The New World*), a weekly paper published in the Estonian language in New York; "*Wesliche Kelandar*, 1917," a German calendar; *Pennsylvanische Staats Gazette*, Philadelphia; *Philadelphia Morgen Gazette*; *The Great European War*, published in Ruthenian, in New York, and "*Secrets of German Progress*," by Frank Koester.

Other publications which have come under the ban of the censor are the *Montana German Press* and *Montana Staat Zeitung*, a weekly paper published in Helena, Mont.; the *American Lutheran Survey*, a magazine printed at Columbia, S.C.; the *Herold Calendar*, 1917, printed in Milwaukee; *Der Wanderer*, a calendar for 1917, published in St. Paul.

EDITOR CHARGED WITH SEDITION

ISAAC BAINBRIDGE, editor of the *Canadian Forward*, official organ of the Social-Democrat party in Canada was found guilty of publishing seditious libel. Bainbridge is secretary of the Social Democratic party. The charge was based on the printing and circulation of a pamphlet setting forth the defence speech of one Fennan Brockway, an English labor man and editor of the *Labor Leader*, the British socialist paper, court-martialled at Chester Castle, and sentenced to serve two months in prison for refusing to obey a military order. Five thousand copies of this pamphlet were printed and put into circulation, according to the evidence of the police. The "defence" criticized English tribunals, claiming that they did not administer the law, and called war "murder," qualifying this, however, by stating that every soldier was not a murderer. The British Government, claimed Brockway, was not alone responsible for the war, and he condemned Great Britain's alliance with Russia.

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A TIME FOR SOLICITATION

THE favor which Canada is enjoying just now in the United States as a consequence of alliance of war objectives has directed a new attention to Canada on the part of Americans, and has bred a new good-will. Also, there is a very real desire to know more about Canada as a country and as a market.

Frank Yeigh, Toronto, who has been lecturing in the United States on Canada all winter before Chambers of Commerce, University associations, and other choice bodies of representative and influential men, delivered nearly a hundred lectures in all, in all parts of the Eastern and Middle West States; and found American interest most acute and responsive. He lectured under the auspices of the Bureau of Commercial Economics, Washington, an organization whose object is to make the business men of the United States better informed concerning foreign countries and markets. Mr. Yeigh has told PRINTER AND PUBLISHER that he has commissions from several publishers and commercial bodies to provide them with special articles and information pertaining to Canada.

The publishers of Canada — some of them — are showing themselves to be wide awake with reference to the possibilities of more U.S.A. business, and to this end have prepared special booklets for distribution among U.S.A. space-buyers. But there ought to be joint solicitation of the American space buyer — this by advertising in the publications

that advertising men read. This solicitation work should be done by daily newspapers singly and in alliance, by the farm papers singly and in alliance, and possibly by the business and technical papers singly and in alliance.

The daily papers are so far without an association of their own; so too are the weeklies, and the business and technical papers of Canada. But the farm papers and the literary magazines have associations, but PRINTER AND PUBLISHER is not able to say that these two associations are very active, or have any defined programmes which are being purposefully carried out.

The important thing is that right now is a good time for Canadian publishers individually and collectively to carry on a publicity campaign in the United States, and to be responsive to any efforts and proposals made to induce them to advertise themselves and Canada.

RATES FOR GOVERNMENT ADVERTISING

ELSEWHERE appears a letter from H. B. Cowan, managing-director, The Horticultural Publishing Company, Peterboro, on the subject of the rates which newspapers exact or try to exact on government advertising. Mr. Cowan asks if it is true that some papers have and get a special rate for government advertising.

The fact is that numerous papers, daily and weekly, and perhaps some class papers, have demanded and do demand rates much higher than the rates for ordinary display advertising for all special advertising—government, political, institutional and financial reports, etc.

These higher rates—from 40 to 100 per cent. higher than ordinary rates—are demanded for reasons which have not commended themselves to the judgment of PRINTER AND PUBLISHER. Some publications have very frankly owned that their excuse for demanding the surcharged rate is "we can get it"; or to put it in words used by others, "we're out for all the traffic will bear."

In connection with political advertising, some publishers have said: We give the political party we favor a ceaseless service of incalculable value to it, and it is but right, therefore, that we should collect all we can when we have the opportunity.

The same reasons are given in the case of financial advertising, prohibition advertising and other classes of advertising the general subject of which is akin to the nature of departments regularly featured in the columns.

Thus for the same reason, the advertising of sport and sporting goods, advertising addressed to women, theatrical and concert advertising, and perhaps church advertising, should be required to pay a much larger rate than is charged ordinarily.

This really means that newspapers cease to be esteemed by their publishers as newspapers and moulders of opinion, their original and highest function. It means that the newspaper is regarded as being a purely commercial enterprise in which the principles and practices of barter govern.

This debasement of the newspaper was protested against strongly by Edward Beck of the Winnipeg *Telegram*, and Stewart Lyon, of the Toronto *Globe*, in

their addresses on Editorial Night in connection with last year's annual meeting of the C. P. A. Apparently the question, "Shall the Business Office Rule?" is answered in the affirmative in a very large number of Canadian newspaper offices.

The fair presumption is that The Canadian Press Association, which is expressive of the best opinions—or should be—is against the practice of publishers charging surcharged rates for government advertising—this since the resolution passed at a recent meeting of western publishers was assuredly influenced in its wording and spirit by John M. Imrie, Manager of the C.P.A., and who more than any other has been instrumental and active in the promotion and creating of government advertising.

Some hold the view (generally they are not publishers) that government advertising and other advertising in which no commodity or private or corporate interest is being promoted, but only the common good, should be accepted by publishers at very much lower than card rates—at one-third ordinary display rates, according to one man who has given his views to PRINTER AND PUBLISHER. And in the United States at the present time the question of what newspapers should do in connection with government plans for recruiting, Red Cross, and allied objects, is receiving sharp discussion, some contending that the newspapers should give their space free and unstintingly to the government for its purposes as these relate to the common good.

PRINTER AND PUBLISHER has frequently expressed itself on this whole matter, taking the position that government, political, financial and other special advertising should have admission to a newspaper at its rates for ordinary display advertising; and in taking this position it has in mind not only the principles which should govern, but the material side of the question. In PRINTER AND PUBLISHER'S opinion it is bad principle, bad policy and bad politics to "soak" any class of advertisers.

THE CHURCH UNION MOVEMENT

Letter to the Editor

MY ATTENTION has been called to an editorial in the March issue of the PRINTER AND PUBLISHER entitled "Publishers Retarding Paid-for Advertising." What you have to say seems to me to be all right, but there is one matter of fact which you mis-state, and I think you would be glad to correct.

You speak of "The Montreal Publicity Committee," and say it represents "Presbyterians opposed to the project of the union of Presbyterian, Methodist and Congregational Churches in Canada." It happens to be the very opposite. The Montreal Committee that has been getting the "free advertising" is composed of men who are in favor of that union, and are working all they know to get it accomplished. This Association, representing the opposition to the union, has never had an inch of "free advertising," and has never asked for it. I am sure you will be willing to let your readers know.

ANDREW ROBERTSON,

Executive Secretary, the Presbyterian Church Association (for the continuance of the Presbyterian Church in Canada).

Toronto, April 7, 1917.

[EDITOR'S NOTE.—The apology due the Presbyterian Church Association by

PRINTER AND PUBLISHER for its regretted error is herewith offered. It will give many publishers satisfaction to learn that the Association of which Dr. Robertson is Executive Secretary, has a right sense of things, and whatever may be one's private views or attitude on the matter of the church union movement, one is glad to learn that the Presbyterian Church Association is pursuing its objects in no lame or begging way, but with a sturdiness of spirit and performance in accord with the best traditions of Presbyterianism.]

THE FIXING OF RESALE PRICES

Letter to the Editor

YOUR article in the April number of PRINTER AND PUBLISHER, in reply to my letter on the Knowles Bill, is very interesting, but does not convince one that the purchaser of any article should be denied the right to sell the same at any price he wishes to.

It is not an unusual thing for live merchants to sell various lines of goods below first cost, as a drawing card, to reduce stock or to clear out such lines.

Now a word from the selfish standpoint of the country publisher. If retail dealers are under obligation to sell goods at fixed prices they lose all interest in the advertising of such goods.

If local merchants could not advertise dollar-day sales, clean-up sales, stock-taking sales, or other sales in which inducements are offered, they would not buy newspaper space. The live merchant, the one who is the best advertiser, does not like to be reduced to a mere automaton, handling goods for some overlord, like a hired man. He prefers to have some say in the buying and selling of merchandise. The Knowles Bill is right. We are building up too much Kaiserism in this country, and the sooner the curse is stamped out the easier will be the job.

H. J. PETTYPIECE,

Publisher, the Forest Free Press
Forest, Ont., April 20, 1917.

RATES FOR GOVERNMENT ADVERTISING

Letter to the Editor

ON PAGE 35 of the April issue of PRINTER AND PUBLISHER I notice that the members of the Alberta Publishers' Association decided not to charge a higher rate for Government advertising than their regular commercial rate. I was advised recently that some of the papers in Canada had been charging the Government a considerably higher rate than their highest commercial rate. Do you know if this is the case? If it is, do you not think that the white light of publicity should be thrown upon it?

These are days when we are denouncing graft in all forms, and particularly where it is found that contractors or others are selling goods to the Government at higher rates than their usual prices. Newspapers lead in these campaigns through their editorial columns. If it is true that some of our daily papers are charging higher rates to the Government for Government advertising which they are glad to get and simply for the reason that they think they can force the Government to pay it, then this represents nothing but graft and should be exposed just as ruthlessly as we would expose any other kind of graft.

I hope that the situation as reported to me by brother publishers is not correct, and that should it be correct energetic efforts will be made by the rank and file of the "Fourth Estate" to see that this practice is immediately stopped.

H. B. COWAN,

Managing Director, The Horticultural Pub. Co., Ltd.

Peterboro, April 16, 1917.

MUSIC-IN-THE-HOME PAGES

IT WILL be recalled that in the March number of PRINTER AND PUBLISHER the suggestion was made that publishers might very well consider a Music-in-the-Home Page as a feature likely to interest readers and attract new advertising. Since then things have happened.

One of them is the formation of an organization having the name, Canadian Bureau for the Advancement of Music, of which John A. Fullerton, publisher of the *Canadian Music Trades Journal*, is secretary, address, 58 Agnes St., Toronto.

Behind this Bureau are commercial interests, who have subscribed a substantial sum for the payment of writers who will produce suitable literary material for publishers' use. This material is being offered gratis to publishers who will use it; and in some cases is being sent to local music firms who may be influential with their local publishers to have this material published.

No effort is being made or contemplated to "put over one" on the publishers. If publishers think they want to run a music-in-the-home page with or without sustaining advertising, that is their own individual affair; and if they want suitable publishing material they can obtain it gratis.

To a greater or less extent the commercial interests behind the idea of a Music-in-the-Home page have pledged themselves to favor with their individual advertising those newspapers which run music pages. This is as it should be.

The *Toronto Globe* carries each Saturday a page for music lovers, headed "Music in the Home, Concerts and the Drama"; and the *Toronto Star Weekly* devotes much space to music in the home, concert hall, church and theatre. Probably there are many other Canadian dailies using the subject of music as a fish-hook to catch readers and money.

FIXING RESALE PRICES

THE Supreme Court of the United States has pronounced unlawful the "limited license" plan of the Victor Talking Machine Co., under which this company's products have lately been distributed.

The decision is a victory for R. H. Macy & Co., New York, department store, and reversed the decision of a lower court in a suit brought by the Victor Company to prevent Macy & Co. from selling machines at rates lower than those advertised by the plaintiff.

The machines, it was brought out in the hearings, were sold by the manufacturer under a license agreement to avoid an outright sale by the Victor Talking Machine Company.

Previously the case had been dismissed by the Federal Court of the Southern District of New York and that decision also had been reversed by the Circuit Court of Appeals on the ground that the patentee

may dispose temporarily of the use and ultimately of the title of a machine made by him under a patent right.

It is now expected that owners of patents, trade-marks, and copyrights will seek to obtain the price-setting privilege through legislation.

The bill introduced by Representative Stevens of new Hampshire to give manufacturers this privilege was killed, in committee in the Sixty-fourth Congress and Representative Stephens of Kansas is now pressing a bill in this Congress, drawn along similar lines.

This matter has interest to Canadians in view of the proposed Knowles Bill to forbid the fixing and enforcement of resale prices.

WILL VISIT CANADA

Letter to the Editor

THE National Editorial Association meeting and outing of 1917 are to prove important and significant. The outing arrangements include a visit to Western Canada.

Vice-president H. C. Hotelling, writing of the meeting in the *National Printer-Journalist*, says:

"The importance of this year's outing becomes significant when it is pointed out that the trip into Canada will take the nature of an observation, a fitting memorial of the one hundredth anniversary of the treaty of peace between the United States and Canada. It will be remembered that the Rush-Bagot treaty of 1817 was an agreement whereby war vessels on the great lakes were dismantled and no more ships of war would be built for use on the lakes. This agreement has been properly pronounced America's supreme achievement, and through its friendly foundation has developed a common feeling of good will that cannot be duplicated elsewhere in the world. Nowhere upon the face of the earth can be found two great nations living in closer and more friendly harmony than the Dominion of Canada and the United States. It is a friendship so interwoven in the communion of common interests and common causes that it is indeed appropriate that the editors of the United States have decided to make the slogan of their visit to Western Canada the coming summer, 'We are one with you. Our problems are your problems, your interests are our interests.' And this is largely true as both are agricultural countries, both are in a process of development and growth, there are somewhat similar problems of climate, immigration laws, schools, etc. It is to study these problems that the editors will make their visit to the West. It will prove an educational experience, yea more, it will be a ratification of the friendliness of the two nations which for more than a century have worked almost in common, living side by side, each developing its own interests in peace, content in that progress which was developing on this continent a people with red blood in their veins, slow to anger, but zealous for the right when aroused.

"It is to become better acquainted with the great nation of Canada that the National Editorial Association, consisting of representatives from the various states of the Union together with Alaska, will join hands with their neighbors and draw even closer the tie of friendship which has for so many years held them together."

Pointed & Pointless

BY SIX-POINT BILL

As good a friend as ever a printer had, or ever will have, has passed to the silent majority. Many a young fellow in the days that are past was given his first "lift" by Robert L. Patterson, of Miller & Richard, typefounders, Toronto and Winnipeg. I have spent three decades with the printing business, and in that time have met many publishers and printers at annual gatherings and as individuals, and I have yet to hear a bad word of Miller & Richard. "Bob" Patterson made that firm name a print shop word in Canada. I could recount good deeds of him to fill half a dozen pages such as this. So, in behalf of those whose friend in need he was, let me with full heart say: "Peace to his ashes."

* * *

The other day I read a despatch in the *Toronto Globe* of the death of Mahlon Lyon, in a town in Southern California, not far from famous Riverside. And it just occurred to me that Mr. Lyon was a brother-in-law of E. E. Shepherd, the founder of *Toronto Saturday Night*. And then I recalled that Mrs. Legg, a sister of E. Sheppard's, loaned me a book, which I since returned, written by "Don." The book was sent as a Christmas present. I knew that Ed. lived in Los Angeles, and many have asked if he were living, knowing that he was a great sufferer from a nervous disease. At the time this was written Ed. survives his book, "The Thinking Universe," proves he has lost none of his gift of the picturesque. The book discusses the great hereafter, and does not fail to say a word or two in season about events that happen before the "great hereafter" begins. Ed. says that when a rich fellow gets to that stage where the doctor gives up and the family are gathered around with sorrowful faces, the sick one sends for a lawyer and makes his will, building a church here, a hospital there, and an orphan's asylum somewhere else. Ed. says it is a good investment. It is a kind of insurance policy against fire. Same old "Shep."

* * *

The paper makers of the United States are in the position that the Irishman found himself when he grabbed the wild cat. He would let go of it, but the blamed thing wouldn't cease business relations with Pat. The story goes that the Justice Department at Washington insists upon the courts arbitrating the matter. And it is alleged that some thing else was anticipated by the paper makers. It is common property now that the grand jury of New York indicted five connected with paper mills in different capacities. United States trade publications hint that the paper men have "grown sweet" upon the publishers, only to be given the marble heart. In the United States and Canada the big daily fellows imagine they are "it." But the small city and town newspaper cuts the biggest figure. Politicians in both countries hang out the "safety first" sign when the rural publisher gets after them. The small town publisher can make it "good night, McKnight" for any politician who has the "public servant" bee buzzing around beneath his bonnet. So the small town publisher who paid as high as \$160 per ton for newsprint is saying things to his Congressman and Senator. Some people will never learn. Do not monkey with a buzz-saw or a newspaper.

* * *

Universities are giving some attention to journalism. And it is about time. Every educated laborer, with no other object in life, after getting his parchment and a few Latin words, made tracks for the first unoffending newspaper shop. How many of

them have I pitied! It was not the educated laborer's fault. It was the system he studied under. How any man with a human heart beating next to his ribs could fail to feel sorry for those boys, is beyond me. Glad to get rid of them, the boss editor, the city editor, or the editor whose duty it was

brain is filled, but the executive half is as empty as a rain-water barrel would be if it were located in the Arizona desert. I have listened to educationists bless the day that they were permitted to drive a nail in an old wooden harrow or twist the monkey wrench that removed the nut from the axle-arm of the old wagon back home on the farm, and bemoan the lack of opportunity for their own city-bred sons. Schools of journalism will do good, if the curriculum provides a rock-pile or a pile of wood and a buck-saw, with the trimmings. And, by-the-way, I notice that 90 per cent. of the men who pull down the big salaries on big dailies graduate from the composing room.

* * *

Printers—some of them—are like some agriculturalists I know of. I have known of a hog buyer going to Bill Smith and saying: "Bill, want to sell yer hogs? I'll give you \$9.40 for them." Bill would kick some, and then take the buyer's offer. Bill needed the money. The market price of the hogs at this particular time was \$9.60. Then Bill would tell Jim Brown that he got \$9.70. Bill lied; of course, he did. But his object was to keep up his pride, and make a poor relation of his pocket-book. Yes, I've known printers do just the same as Bill Smith did, and make that old fellow who was turned to a chunk of salt look like a selling plater in the prevaricatin' race. Of course, this class of Bill Smith printer is going out of fashion, but there are enough of his relatives wandering around carelessly, making it necessary for the good of the community to hold revival meetings for a week of two. And this Bill Smith class is not confined to the small shops. The big fellows are Bill Smithers, too. Get the price, honestly figured, and tell your customer and show him your figures in detail, if he wants to see them. Most men are willing to pay a fair profit. The other kind are not worth bothering about. I know of a printer who did a lot of good for himself and his town in general. This printer positively refused to do work for or take advertising from an individual who always wanted the price "shaved." This printer had strong opposition, too. The business people and citizens in general learned of his courage, and his work and patronage increased considerably. The world admires courage, hates a four-flusher, and detests the professional "price shaver."

* * *

Back to the land! I believe there are more farmers among printers than any other calling, except that of farming. Some years ago the union printers' organization of New York started a farm for its out-of-works on Long Island. The way the printers took to the soil was wonderful. Knowing that I personally had some experience, many typos ply me with questions about "back to the land." I like the land myself. Although city born, I'd rather watch a herd of Holsteins, or Ayrshires, or Durhams thrive than waste five minutes on a pink-tea presided over by a duchess. Again, a pure-bred Clydesdale of fine flat bone, good symmetry, and sleek coat appeals to me more than a race-track paddock of thoroughbreds, and, like the gifted Geggie, I believe that one good Clyde horse is worth a dozen of the bang-tails that society goes mad over and wears pink-striped parasols and talcum powder. Back to the land is O.K., that is, if you beat the weeds to it. To be sure, you'll have a back-ache or two, and all that, but you'll have a clear conscience, and will mean what you say when you repeat this extract from the Sermon on the Mount: "Give us this day our daily bread."



Cover of booklet issued by the *Toronto Daily News* for distribution in the United States. The contents are ample, accurate, well digested and well presented, and they ought to be impressive and convincing.

to write the slatted matter under the masthead, would point to armchairs and desks, talk gibberish to the boys and then leave them severely alone, with pleading eyes, much as one might witness at any slaughter house in the head of the fatted calf, patiently waiting his turn at the butcher's hands, wondering what it all was about, but knowing or feeling that something was going to happen. Anyone of the boys could write of what some old Greek philosopher saw in the clouds above Olympia: Socrates on a barn-storming expedition without the footlights; Mercury's winged pedal extremities and no arm chair about it; how Orpheus made the cows and the sheep and the goats do the fox-trot to the music of the lute; little old Diogenes looking for an honest man and passing up King street, Toronto; all of that, but it was not worth a whoop in a newspaper office, and did not bring kail from the cabbage patch, nor fill the money drawer nor the bank account. The fault with our educational system is that the scholar is told how to do things, but is never taught how to execute them. In other words, the receptive half of the

ADVERTISING NOTES

The Montreal *Star* announced in connection with one of its issues last month that it had not enough room to accommodate all the advertising that was offered by its patrons, fifteen columns being crowded out.

The R. Smith Advertising Agency, Toronto, has recently acquired the accounts of Canadian Milk Products, Toronto, and of the Bell Telephone Company. This agency handles the account of the Confederation Life Assurance Company, Toronto.

Representatives of the National Paint Manufacturers' Association held a meeting in New York recently, at which plans were discussed for an elaborate campaign for "more paint." It is understood that the manufacturers plan to spend \$500,000 in a campaign of education, "instilling in the minds of the general public the great good that will result from the brightening up of their homes, offices and buildings, through the generous application of 'more paint.'" Newspaper advertising is the medium through which the campaign will be conducted.

At a meeting of the Winnipeg committee recently formed to look after the cultivation of vacant lots, it was decided to have 2,500 pamphlets on vacant lot cultivation printed and sent to interested citizens, also to distribute literature among the scholars of the public schools and among members or organizations which might be interested in the scheme. A series of public meetings was arranged for all the schools, at which the public heard addresses both from the standpoint of the help such a scheme will be to the National Service movement and also on practical gardening. Placards calling the attention of citizens to the need of such a scheme being carried out have also been distributed around the city.

NOVEL ADVERTISING IDEA

A proposition to advertise Toronto by making the trip to St. Louis by auto in connection with the coming convention of the advertising men, was heard by the Toronto Advertising Club at a recent luncheon. E. E. Caldwell, of the advertising department of the Willys-Overland, Ltd., laid the matter before the members. Mr. Caldwell pointed out to the club the advantages of making the long trip to St. Louis in easy stages by automobile. He had figured out that the cost per man would be in the neighborhood of ten dollars per day. The speaker stated that Toronto could not get better advertising in St. Louis, where every person thinks that Canada is at another end of the earth.

ADVERTISING ACCOUNTS AND AGENCIES

The National Dairy Council, 130 N. 5th Ave., Chicago, is about to expend \$100,000 of the \$750,000 appropriation planned and arranged for, 25 per cent. of which will go to the magazines, which will carry the butter and cheese advertising, the milk advertising going to the newspapers. Full pages have already been put out by Julius Kahn, their advertising manager, through Lord & Thomas Agency, in the cities of Milwaukee, Detroit, St. Louis, Indianapolis, and Louisville.

Cudahy Packing Co., Chicago, have as a by-product the Cudahy Curled Hair Works, making the "Cudahy Curled Hair Mattress." An extensive newspaper campaign is to be

undertaken by the Dooley-Brennan Agency, Chicago, and will follow the advertising already started in trade papers.

General Electric Co., Shenectady, N.Y., under F. R. Davis, with F. H. Gale, advertising manager, and through Frank Seaman, Inc., New York, will use large copy in their coming campaign.

Alpha Portland Cement Co., Easton, Pa., have appointed Fred W. McElroy as acting advertising manager. Eugene McGuckin Agency, Philadelphia, continues as before to place this business.

D. E. Sicher & Co., 45 W. 21st St., New York, makers of muslin underwear. W. A. Martin, Jr., advertising manager, will place business through the Federal Adv. Agency, 6 E. 39th St., New York.

Tolliver Tube & Tire Co., Denver, Col., will place their business under direction of E. R. Conrad, vice-president and director, using the agency of E. R. Conrad Co., Denver, now controlled by Meredith R. Pratt and Bradley Lane.

Utica Knitting Co., Utica, N.Y., "Springtex" Underwear, will place their business through the Federal Adv. Agency, New York. Officers of the company are O. W. Gridley, adv. mgr.; Wm. T. Baker, pres.; Quentin McAdam, mgr.

Long-Bell Lumber Co. — Ferry-Hanley Adv. Co., Commerce Bldg., Kansas City, Mo., is sending out page copy to lumber trade journals.

Talcum Puff Co., New York.—Philip Kobbe, Inc., 212 Fifth Ave., New York, will use large space in newspapers during May.

The Walter J. Thompson Co., 44 E. 23rd St., New York, now handles the following accounts: Tidewater Oil Co., 11 Broadway, New York; West Side Foundry Co., Troy, N.Y. (Cassco pump); Citizens Motor Car Co., Cincinnati, O.; Witt Cornice Co., Cincinnati, O. (garbage cans); Hooven & Allison, Xenia, O.; Detroit Graphite Co., 1 Twelfth St., Detroit, Mich. (paints); Motor Products Co., Detroit, Mich. (auto accessories); Strasberg, Miller Co., Detroit (autos); Wolverine Spark Plug Co., Detroit; Robeson Preserving Products Co., Port Huron, Mich.; Solvay Process Co., Wayne, Mich. (fertilizer); American Barley Co., Minneapolis, Minn. (cream of barley); Derryville Linen Co., 25 W. 22nd St., New York (linens).

E. J. White Dental Labs., Chicago, "White's Pearl Tooth Paste," Taylor-Critchfield-Clague, Brooks Bldg., handling newspaper campaign.

Republic Rubber Co., Youngstown, O., "Republic Tires," Theo. F. MacManus, Inc., Kresge Bldg., Detroit, handle advertising.

The Ranier Motor Corp., Flushing, N.Y., places its advertising through P. M. Lineberger, advertising manager.

Racine Rubber Co., Racine, Misc., "Country Roads" Tires, Nichols-Finn Adv. Co., Chicago, planning campaign.

THE WAR AND ADVERTISING IN U. S. A.

THE United States is going through a period of doubt and enquiry somewhat similar to that obtaining in Canada at the outbreak of war in 1914. That is, the country is more or less upset in regard to what it ought to do in the matter of aggressive merchandising. Some think it is a time to seek cover; others are urging strenuous selling and advertising. The chances are that business will go on much as usual.

* * *

Many men, some of them prominent and influential, are urging that the newspapers of the United States should give their space free and lavishly for recruiting advertising and other government and patriotic appeals and objects. Canada has gone through all this, and while much is left to individual publishers to settle as they like, the general principle is pretty soundly established that the publisher should no more be expected or required to give away gratis his commodity

—white space—than should the grocer, the boot and shoe maker, the farmer, or the railroads and shipping companies. The thought persists, however, that newspaper publishing is a wholly altruistic enterprise, not quite the same as other forms of human endeavor engaged in by men to make a livelihood and something more. Also, the world is bountifully supplied with men ready always to give away or take away another man's property.

* * *

THE National Advertising Advisory Board at a meeting on April 8 sent a telegram to Secretary McAdoo suggesting a plan for raising \$5,000,000 for the Government in one week, to be known as "Old Glory Week."

The telegram asserted the loan could be subscribed through the advertisers' plan at a saving of \$25,000,000 a year for the term of the loan.

The plan contemplates the use of "Old Glory Week" for stimulation of recruiting for the army and navy and the spreading of American spirit.

* * *

Through the Associated Press and the Canadian Press, Limited, Secretary of the Navy Daniels has requested the newspapers of America to refrain from publishing the arrival or departure of any ship in the coastwise or international trade until further notice. The Canadian Press has given assurance that the request will be transmitted to its membership.

* * *

E. W. Scripps, millionaire newspaper publisher, wired President Wilson as follows: "I strongly urge that we should pay as we go in the war with income and inheritance taxes. All incomes of over \$100,000 a year should be conscripted. The minimum cash pay for soldiers and sailors should not be less than \$3 per day during the war. Such legislation would cost me much more than half of my present income."

ARBITRARY ADVERTISING RATE

THE rate for baseball advertising in the New York *Evening Post* hereafter is to be \$2.50 per agate line. As the baseball magnates seldom use more than two or three lines of space in a New York newspaper, the problem of establishing a compensatory rate for this class of business would be difficult to solve. When great space is given to a business enterprise, without cost to the owners of such enterprise, there is small inclination to use paid advertising. Amusement enterprises are gradually coming into the field of real advertising. When baseball ceases to command no more space than its news value warrants, baseball will be advertised. When that time comes there should be no penalty-rate imposed.—*The Editor and Publisher.*

MONTREAL PAPER SUSPENDS

THE Montreal *Evening News* has ceased publication. War conditions are blamed largely for the suspension, and also the cost of newsprint. The announcement concludes that "under normal conditions the enterprise is warranted, both as a commercial and public enterprise." The *Evening News* began issuing on May 27, 1914.

PUBLISHERS' DOINGS

The Stratford *Beacon* had a gardening Page last month.

The Chatham *News* put on the Roberston Travelogues last month.

The Quebec *Telegraph* has installed a machine rapid press bulletin service.

Many Canadian newspapers profited from Bicycle Week (March 31-April 7) and their own energy.

The Guelph *Daily Herald* is putting on a circulation contest in which prizes having a value of \$1,940 are being offered.

The St. Thomas *Times* turned to profitable account the gardening movement by a page of Timely Hints for the Amateur Gardener.

The Cobalt *Nugget* offered \$570 in prizes for the solution of a weird puzzle—counting a myriad of overlapping small circles. Subscriptions were the objective.

The Gananoque *Journal* contained in a recent issue a suggestion for a great summer carnival for the year 1921. The idea behind all else is to boom Gananoque.

The Toronto *Daily News* has produced a useful and well-produced booklet, "Canada Your Best Customer," for distribution among advertisers and agencies in the United States.

The *Times-Journal*, Fort William, has inaugurated another "clean-up" campaign and in view of the interest which has been taken so far it is altogether likely that the city will be as clean as a new pin when the campaign is over on May 19th.

The Lindsay *Evening Post* makes its stationery a real salesman. Pages 2 and 3 of a four-page letter form are devoted to illustrations of plant and equipment, and particulars of the plant and territory served. Page 4 is a good-sized and useful map showing Lindsay and its field.

The Toronto *World* has completed arrangements with the United Press Service whereby the full night service of that organization will be received daily over a special leased wire. The Toronto *World* alone among the Toronto morning papers will have the U.P. Service.

The Winnipeg *Telegram* ran a contest in which prizes were offered to those who named "Stars that twinkle in the movies." Portraits of "stars" made up a border for the page, while the inner portion of the page was devoted to displayed advertisements of local moving picture theatres.

Owing to the increase in the cost of paper, engravings, etc., the publishers have been compelled to raise the subscription price of *The Newfoundland Quarterly* from 60 cents per year to 80 cents, for Newfoundland and Canada. The latest issue of this meritorious quarterly overflows with pictures and matters interesting to Newfoundlanders.

The *Shoe & Leather Journal*, published by the Acton Publishing Co., Toronto, produced a very fine April issue of 176 pages. One feature of value is a classified list of boot and shoe manufacturers and wholesale shoe dealers in Canada arranged according to city or town. The general contents, including the advertisements, were of particular interest and value.

The Tweed *News* is a brightly-conducted paper. The Algiers, publishers, father and son, are hustlers, business-getters and business-makers. One of the good things this paper has done is the prepara-

tion of a useful map to show the location and the field of Tweed and the Tweed *News*—this for agencies and national advertisers when their business is solicited.

In the *Canadian Magazine* for April was a well-written article by A. R. Carman on "Our All-Canadian Peer"—Baron Graham, publisher of the Montreal *Star*. Mr. Carman wrote with intimate knowledge of his subject, and the account of the early life of Hugh Graham, and of his subsequent successes made entertaining reading. The article was illustrated with excellent portraits.

The annual Spring Number of *Hardware and Metal*, Toronto, one of the MacLean Publishing Company's retail papers, was a mammoth issue and abounded in features of importance from a retailer's point of view. This paper is regarded by the trade it serves as indispensable, because of its fine market reports and general news. It is a much quoted paper and practically exhaustive of its circulation possibilities.

The Vancouver *Sun* carries as a regular feature a Saturday Auto Page. During Bicycle Week it worked up a feature in this line which ran for six days. The *Sun* was the only morning paper used for this class of advertising. The *Sun* also for the first time in its issue of March 31 had a page devoted to the interests of the garden and poultry fancier. Another special *Sun* page is the "Grow With Vancouver," which runs every Saturday for 26 weeks. The *Sun* also prints every Wednesday a musical page, and is the only Vancouver daily carrying this feature. All of which goes to show that C. A. Abraham, the business manager, is very much on top of his job.

The Winnipeg *Telegram* conducted a novel contest to make Winnipeggers and others examine the three Winnipeg dailies with a view to discovering which paper gives most news in smallest space—quality without bulk. A non-declared object is to reduce the size of newspapers during these strenuous times of paper scarcity and high prices. Readers were required to delete from each of the three papers unnecessary matter. This Censorship Competition, as it was called, is said to have achieved its objects most successfully. Certainly the resourceful and all-ative general manager, Charles F. Roland, has provided an idea which others can perhaps use with satisfaction.

The Ottawa *Farm Journal* has been admitted to membership in the Audit Bureau of Circulations. Applicants for membership are *The Nova Scotian* and *Weekly Chronicle*, Halifax; *The Chronicle* and *The Echo*, Halifax; *The News-Telegram*, Calgary; *The Hamilton Spectator*; *The Canadian Railway and Marine World*, Toronto; and *The Farmer's Magazine*, Toronto. A reinstatement is the Saskatoon *Phoenix*.

The suggestion is being made that advertising agencies should have the A. B. C. make an audit of their accounts and records to make sure that all their obligations and promises to the advertisers are carried out in just the same way that publications are now doing for the agent and advertiser.

The London *Free Press*, of March 31, contained two excellent sections, one de-

voted to Spring Fashion for men and women, the other to automobiles, motor-ing and cycling. The entire issue consisted of 44 pages. The letter-press was of very superior quality and was lavishly illustrated by smart pictures and useful maps; and the advertising carried was a veritable "clean up"—abundant, in spaces of smashing size (many full pages being carried) and most of it very attractively designed. Numerous maps to indicate recommended motor and cycling tours in the Western Peninsula were a praise-worthy feature. The edition showed the most thorough preparation and the most diligent canvassing. H. B. Muir, the general advertising manager, certainly succeeds in making his paper attractive to space-buyers.

The Vancouver *Sun* has completed a circulation contest known as "The 25,000 Community Club," and the objects of which were to raise swiftly the local and provincial circulation of the *Sun*. The publishers declare the effort to have been the greatest, most successful and most interesting campaign from every point of view, ever conducted in British Columbia. The campaign, the publishers say, was one of the most hotly contested ever experienced in the Dominion, also one of the most remarkable in point of actual results achieved. The territory was equitably districted, to give all contestants a fair chance for the big prizes which consisted of a "Velie Biltwel Six" and "Saxon Six" automobiles; \$500 upright piano; \$110 diamond ring; \$102 Victrola; \$50 ladies' tailored suit; \$50 merchandise order; \$35 solid gold bracelet watch; \$25 solid gold pocket watch; \$20 Eastman kodak; \$16 white ivory toilet set.

The Toronto *Sunday World* distributed 1,000 packages of flower seeds among the readers to those promising to grow flowers for soldiers this summer.

The Fort William *Times-Journal* got out a very creditable special edition to secure the views of representative public men and writers on the wheat question.

The Lindsay *Daily Warbler*, of which J. W. Deyell is manager, has discontinued the acceptance of cigarette advertisements. Mr. Deyell believes that his newspaper is the first one in Ontario to refuse cigarette advertising. Editorially his paper stated that if it were a matter of choice, it would prefer to run mail order liquor advertising to running the large display advertisements being offered by some cigarette makers.

The Annual Spring and Summer Number of the *Canadian Grocer*, Toronto, was published April 27. It is a most attractive issue, enriched with many illustrations and abounding in special articles of first-class interest to the retail grocer and general merchant. Some of the special articles are: Going after Summer Business, The Branch Store on a Boat, The Successful Handling of Eggs in Summer, Summer Residence Grocery Trade, Rice as a Summer Food, Margins and Turn-over, The Story of the Banana. Publishers and printers can get many a valuable suggestion from this issue, and, indeed, from all the retail publications of the MacLean Publishing Company.

CANADA'S PRINTERS

ACCORDING to a census of manufacturers in Canada in 1915, there were then 1,306 establishments in the Dominion connected with the printing and paper trades, their total capital being \$138,544,786. The cost of the raw materials used was \$29,324,906, and the value of the manufactured products \$74,038,498.

NEWSPAPERDOM

Sweden is said to be planning an organization similar to the Chicago Audit Bureau of Circulations.

Publisher Murray has taken over the business of Messrs. Smith, Elder & Company, which will henceforth be amalgamated with his own and will be carried on by him.

The Manchester *Guardian* recently published an Empire Number which contained as its chief feature, a symposium of opinion on Imperial relations.

The Fort Peck (Neb.) *Sioux Pioneer* is a new paper printed partly in the Sioux language and partly in English. Its advertisements are entirely in Sioux, with the exception of the merchants' names.

James Schermerhorn, editor of the *Trois Times*, has come forward with the suggestion that the Press Congress of the World put forth a strong effort toward the abolition of war and the promotion of peace.

Lord Northcliffe, owner of the London *Times* and other papers, is writing a series of articles for syndicate purposes, the proceeds from the sale of which are being donated by him to the American Red Cross.

Dailies printed in German would be barred from the mails of the United States by a resolution of Senator Poin-dexter. While holding that most of these papers would be loyal, it was contended that existence of even one spreading German propaganda would be harmful.

It is authoritatively stated that the mailing of the *Nation*, the British weekly newspaper, to American subscribers, has not been forbidden, but that it may not be sent to continental countries, because propagandist agencies use extracts for publication in Germany.

The New York *Tribune* has closed an arrangement with Lord Northcliffe, the famous proprietor of the London *Times* and *Mail*, for a series of articles dealing with the mistakes made by Great Britain in its war operations, written especially in view of the United States war situation.

A. W. Shaw, of Chicago, editor of *System* and publisher of other business periodicals, has been appointed chairman of the newly created national commission for the mobilization of the United States' commercial interests and the regulation of the distribution of commodities during the progress of the war.

The Hearst papers, barred from Canada because of their pro-German character, are now pro-Ally, or at any rate pro-American. On April 1 Hearst's eleven papers in six cities, inaugurated a nationwide campaign to bring the army and navy up to full war strength, with the approval of both the Naval and War Secretaries.

Frederick Pethick Lawrence, joint editor of *Votes for Women*, and well known as an ardent supporter of woman suffrage standing for election to the British House of Commons on a "peace-by-negotiation" platform, polled only 333 votes, while his opponent, Sir John Fleming, the coalition candidate, received 3,283. The balloting took place in a by-election for the seat for South Aberdeen.

In Switzerland county, Indiana, there flourishes a printless newspaper. The "newspaper" is a daily telephone bulletin furnished to the subscribers of the Farm-

ers' Telephone Company. At a certain hour each day the exchange operators in all parts of the county call the subscribers to the telephone and report new developments of interest. Weather forecasts, births, deaths, weddings, accidents, serious illness, elopements and divorce suits are reported.

A serious coal shortage is reported at Grand Falls, Newfoundland, Lord Northcliffe's paper town, and a tie-up of the plant is expected if relief is not obtained. The situation is due to the fact that ships are not available to carry cargoes across the gulf. The manager's plan is to send 1500 men to the woods so that the machinery may be kept going until fuel can be shipped from Sydney. Great fields of drift ice are reported on the south coast of Newfoundland and a steamer was jammed for forty-eight hours on her last trip.

Mr. Schroeder, the editor of the Amsterdam *Telegraaf*, has been condemned to three months' imprisonment for an article published in June, 1915, containing the words, "In Central Europe there is a group of conscienceless scoundrels who caused this war." This case has been heard five times. Schroeder was first acquitted, but the case went from court to court until it reached the supreme court of The Hague. The Procureur-General said the *Telegraaf* pursued a course of consistent provocation and irritation toward Germany. Schroeder stated that by the "scoundrels" he meant representatives of Prussian militarism.

Considerable criticism has been aroused among the British press by the decree of the government forbidding the *Nation*, a Liberal weekly published in London, from sending any copies of its current issue abroad. While criticism of the war has been a tabooed subject in British journalism since the beginning, the newspapers have not hesitated to call attention to the government's errors in no uncertain tones, and it is thought that a subordinate in the Lloyd George government, irritated by criticism in the latest issue of the *Nation*, curtailed its foreign circulation. The *Nation* is said to be widely read in certain circles of the United States and to maintain close relations with the *New Republic*, a New York weekly of liberal tendencies.

Leon Trotzky, Russian journalist, and one of the leaders of the revolutionary movement of 1905, who sailed from New York for Russia on March 27 to take part in the new regime, was taken, with seven of his followers, from the steamer at Halifax, at the direction of the British authorities, and placed in a detention camp in Nova Scotia. One of the prisoners wrote to a friend in New York, who gave out the letter for publication. The letter said: "The British military authorities found that we, a group of Russian Socialists, are very dangerous for the cause of the Allies. They took us off the ship and sent us to the internment camp at Arlher, Nova Scotia, where war prisoners are held. We protested and refused to leave the ship, but they carried us out by force."

Carl W. Ackerman, syndicate writer for the New York Tribune Association, says that every American newspaper is printing daily propaganda written and distributed by the Krupp interests, the largest manufacturers of war munitions

for the German Government. For nearly two years the American press has been regularly printing despatches from the Overseas Agency, Mr. Ackerman declares. Some have believed these reports were "official." This is only half true. The Krupps have been financing this news association. The government has given its support and the two wireless towers at Sayville, Long Island, and Tuckerton, N.J., have been used as "footholds" on American soil. These stations are just as much a part of the Krupp works as the factories at Essen or the shipyards of Kiel. They are to disseminate the Krupp-fed, Krupp-owned, Krupp-controlled news to the Overseas News Agency. Doubtless an end has come to all this now that the United States is at war with Germany. Mr. Ackerman declares that the Krupp interests have gigantic plans for a publicity campaign to follow this war. Not only the Krupp directors, but the army and navy believe they can "conquer the world by publicity." They plan to merge the Wolff Agency, in Germany, with the Transocean and Overseas News Agency and distribute "news" throughout the world, especially in North and South America. They count upon the foothold they have now in the United States to aid them in their schemes.

John Merry Le Sage has recently celebrated his eightieth birthday. He has been managing editor of the London *Daily Telegraph* for nearly half a century. The dean of English working journalists has always been a strong believer in anonymous journalism, and to the general public Le Sage is a practically unknown name. In Fleet Street his light has shone strong for many years and is still undimmed.

The United Press Associations of New York, filed suit in the Federal court at Cleveland, for an injunction against O. K. Shimansky, to prevent him from sending out anti-prohibition propaganda and other publicity matter in such a way as to make it appear to come from the United Press. The Cleveland company has simply been masquerading under the name of the United Press. As a consequence, the U. P. has been flooded with letters from its clients objecting to the unfair use of its name. A gross deception has been practised upon the United Press clients and a fraud and imposition upon the public generally. They propose to put an end to such unfair practices."

PRINTERS IN THE RUSSIAN REVOLUTION

UNION printers in Petrograd had no little influence in the recent revolution in Russia, if one is to believe the somewhat fragmentary press dispatches that filtered through during the first week of that history-making event. The night after the first outbreak the printers on the newspapers quit work, so that the Russian capital was without newspapers. This stopped the avenues of communication for the government and made dethronement of the Czar possible. The revolutionists from necessity had previously perfected other methods of communication and thus were not handicapped as were the officials of the oligarchy.

MONTREAL TYPOGRAPHICAL UNION

TO CELEBRATE the jubilee year of the Montreal Typographical Union, which was founded in 1867, a concert, euchre and dance was given last month.

STARTING A LINOTYPE PLANT

THE SCENE was the meeting rooms of "Big 6," New York.

TIME, a Thursday night in September, 1914. CHARACTERS, E. E. TOOKER, W. R. TURPIN, and A. L. LEVIN, a Linotype machinist, a Linotype operator and a make-up man, respectively, in the employ of one of New York's well-known printing plants.

TURPIN: Tooker, you're one of the best Linotype machinists in the City of New York. You traveled for the Mergenthaler people for a long time, and you know the Linotype like a book. Why don't you "set

keep the machines profitably employed that they never questioned the wisdom of their policy.

Through the business acumen of A. I. Levine, the contract for printing the *Fruitman's Guide*, an eight-page weekly, was secured simultaneously with the installation of the new mechanical equipment. Three months later it became necessary to rent additional space to accommodate a Gordon jobber. Within six months another room was acquired, and at the end of the first year the Dispatch Press occupied 2,000 square feet of floor space.

In addition to the weekly *Fruitman's Guide*, the Dispatch Press turns out five other weekly publications, two monthly magazines and the *Daily Credit Bulletin*. The composition on these publications and the volume of law briefs and cases handled represent a monthly total of about 8,000,000 ems. The operators responsible for this output, working on a two and three-shift basis, are among the best in the country.

"Personal efficiency and watching every detail," says the management, "is the keynote of our business success. We recently received a law brief from the Bethlehem Steel Company late one Saturday afternoon to be delivered in Bethlehem, Pa., the following Monday morning. Mr. Turpin did the composition, Mr. Levine made up the pages as fast as the linotypes delivered the slugs and Mr. Tooker handled the presswork and did the binding. The job was delivered on time as usual—and at a handsome profit."

The Dispatch Press has just passed the second milestone of its career and has fittingly celebrated the event by moving into a new home at 2 Lafayette Street, within easy access of the Hall of Records and the twentieth story of the Municipal Building, from which emanates a large portion of the law printing for the City of New York. To make the second anniversary complete, however, the Dispatch Press has just installed a Model 18 linotype.—*The Linotype Bulletin*.

MERGENTHALER'S BIRTHDAY

THE sixty-third anniversary of the birth of Ottmar Mergenthaler, inventor of the linotype machine, will be celebrated in Chicago, May 11, at the Shepard public school. John Raphael Rogers, of New York City, consulting engineer of the Mergenthaler Linotype Company, has been invited to deliver the principal address. The programme for the anniversary exercises is being arranged by committees representing the various bodies interested in the great memorial window designed and built by the well-known artist, Thomas Augustin O'Shaughnessy, and installed in the school building by the Old-time Printers' Association in 1914. Portraits of Franklin, Mergenthaler, Scott and Shepard appear in the window, with a printing house scene of 1814, and this sentiment, the joint product of A. H. McQuilkin, former editor of the *Inland Printer*; John McGovern, dean of the Press Club of Chicago and Col. M. H. Madden:

In honor of printers—past, present, and to come;
The multipliers of recorded thought,
Carrying down the centuries the evidence of man's advancement in knowledge—
The heralds of peace and good will—

The conservators of wisdom—the antagonists of error—

The champions of good works—the glorifiers of achievement—

The preservers of art, the promoters of culture.

A bronze bust of the inventor of the linotype will be presented to the school by his daughter, Mrs. Rody Patterson Perkins, of Baltimore, who is expected to unveil it in person.

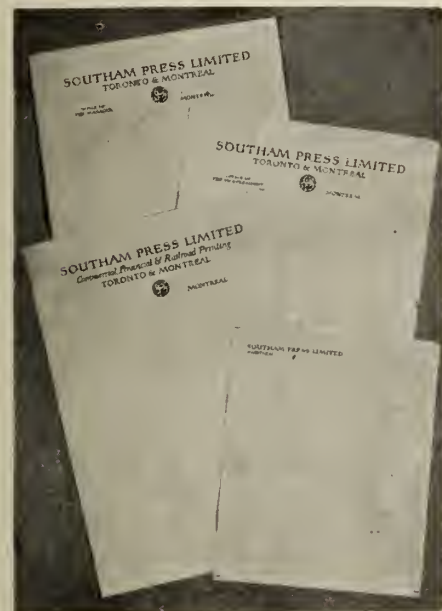
Other organizations which have been or will be invited to take part in the affair are the Chicago local of American Newspaper Publishers' Association, Chicago Typographical Union No. 16, the Press Club of Chicago, the Trade Press Association of Chicago, the Printing Pressmen's Union, the Palette and Chisel Club, and other bodies which aided the Old-time Printers' Association in raising the fund for the memorial window.

PRINTERS DEMAND HIGHER WAGES

WAGE demands involving increases ranging upwards of 20 per cent., will be presented by several hundred Winnipeg printers to their employers this summer. The demands will affect practically every office in the city, except those of newspapers. The papers operate separately from the job offices and their current agreement automatically provides for an advance in the scale from \$26.50 to \$27 a week this year.

The scale in job offices is \$22 a week. The printers will request that it be brought up to \$25 per week.

Union officials declare that \$88 per month, with short time through the win-



Series of headings designed and lettered by Harry W. Leggett, typographer, designer and letterer, Ottawa. Remarkable for dignity, chastity and fine judgment. Proofs were on beautiful stocks of the highest quality, personally selected by Mr. Leggett. Both Mr. Leggett and Southam Press are to be complimented on this work—Mr. Leggett for his success, sense of what is fitting, and his skill; and Southam Press for its recognition of what is highest in letter-head art and for its sense of what is due from a firm of its standing and functions.

up" for yourself and get some of the "long green" that slips into the boss' cash drawer every week?

TOOKER: I'd do it in a minute if I knew another fellow or two that I liked as well as myself and knew as much as I know.

LEVINE: Turpin, you and I must be woe-fully stupid or else Tooker and the dictionary were born twins.

TOOKER: I meant if I knew two fellows like you who were willing to capitalize their ability and savings accounts with mine.

TURPIN: I'm game! I can set my string of 00,000 every day—and 80,000 in a pinch. Isn't that good capital for a printnig enterprise?

LEVINE: And I'm willing to match my ability as a make-up man against that of any printer in our "Local." How's that for a claim on 1st preferred?

TOOKER: : We're off.

IT WAS in this way that the Dispatch Press sprung into the realm of printerdom in the autumn of 1914. A room 25 x 30 was rented at \$30 a month, and into it went three Model 5 Linotypes with ten magazines and ten fonts of matrices, and a Universal job press.

Starting a new plant with three linotypes is indeed no small undertaking. So strongly, however, did these three practical printers believe in their ability to



Examples of work by Al. Winke, Helena, Montana. Distinguished for neatness and attractiveness.

ter, does not provide sufficient to maintain an average sized family under present conditions.

The Typographical organization is regarded as the strongest labor body in the city. Practically all the larger offices and many of the smaller ones employ union labor. It is asserted that many workmen not now affiliated with the union will give their full support to efforts to secure the uniformity of scale for all printers in the city.

The present agreement with job offices terminates in July.

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

The *Mail-Herald*, Revelstoke, has suspended publication.

The Cranbrook *Herald* has had three different managers within the last four months.

H. J. Hardie, manager the Toronto Type Foundry, Winnipeg, was a visitor in Vancouver end of March.

The Vancouver *Province* is charging its weekly exchanges a rate of \$2 a year, on receipt of which they in turn pay the weekly the same price.

The *News*, Trail, has the distinction of having been published continuously for 22 years in the same building—something unique in Western publishing history.

To help out Red Cross activities in Cranbrook the *Herald* is at present donating to that cause 50 per cent. of all the money received on circulation—new or renewals.

The *Star*, Golden, holds the B.C. record for supplying editors for overseas service. Three former heads of the *Star*—T. Hart, W. Fish and T. H. Connor—are now in khaki.

Robert Jennings, of the Edmonton *Journal*, was in Vancouver last month with his family. Mrs. Jennings and her mother will remain in Vancouver for the summer.

The *Pacific Canadian*, New Westminster, edited by George Kennedy, who was many years ago associated with the *British Columbian* of that city, has suspended publication.

No public opinion was moulded in Kaslo the second week of March, Editor Power taking that period as a holiday in order to attend the Press Association meeting at Victoria.

Owing to government action in fixing the price on news print, patent inside users were notified on April 1st that the raise in price for the insides effective March 1st had been withdrawn.

J. S. Leathley, who succeeded T. H. Kay as editor of the *Herald*, Cranbrook, retired from that post on April 1st, and is succeeded by D. A. Kay, a brother of the first-named *Herald* man.

Lieut. Alfred Lineham, brother of Arthur Linham, manager of the Vancouver *News-Advertiser*, and Captain Gordon Tupper, son of Sir Charles Hibbert Tupper, have been killed in action.

Weeklies in the Kootenay and Boundary are just in receipt of the first number of the *Shell Hole Advance*, published at the front by the men of the 54th Kootenay Battalion. Capt. W. Garland Foster, former editor of the *News*, Nelson, is associate editor.

Capt. G. C. Rose, formerly the editor of the Kelowna *Courier*, who has spent the past year at Kamloops with his regiment, the 102nd Battalion, has been recruiting throughout the lower Okanagan and Similkameen districts for the Forestry draft with which he will go overseas.

Hassiss Turner, well known on the reportorial staffs of Vancouver and New Westminster dailies, is expected to arrive soon at his home in Saskatoon. He was seriously wounded while serving with the P.P.C.L.I. in France and has lost the sight of both eyes. He has been at St. Dunstan's hostel, London, Eng.

ALBERTA

H. Hawkins, an Edmonton printer, has departed for overseas. "Dal" served as vice-president of the local Trades and Labor Council last year, and resigned the presidency prior to departing for active service.

W. M. Davidson, editor and proprietor of the Calgary *Albertan*, has been nominated as Liberal candidate for the Provincial riding of North Calgary.

Mr. Davidson was at one time a member of the Toronto *Star* staff until he went West and started the Calgary paper. His early life was spent in Prince Edward County, and he attended school at Trenton, then went to Toronto University.

SASKATCHEWAN

The formation of The Progress Printing Co., Estevan, is announced with H. T. Halliwell, manager, and Ernest Walter, editor. The re-organization is made with a view to the greater development of the business of printing and publishing.

The British Citizenship League, which is a movement of protest against Teutonic influence in the province, was launched at a meeting held in Moose Jaw. For some time feeling has been rising against the alien element, which has been working through educational and other mediums. The Sons of England have taken a strong part in this work.

MANITOBA

The Dauphin Press has been discontinued. "Ike" Glennon, late of Montreal, is now business manager of the *Herald* at The Pas, Manitoba.

Ralph D. Casey, professor of journalism at Montana University, Missoula, Mont., visited Winnipeg on his return journey from Chicago, where he attended the national convention of Instructors in Journalism.

James Hooper, King's printer for 17 years for the Province of Manitoba, is giving up this past. "I don't feel a bit sorry," he said. "I was never in love with the civil service. There was some compensation in being King's printer because one could keep his mind active, but there are some jobs in the civil service that I wouldn't take at \$5,000 a year and get rusty, if I did."

ONTARIO

J. R. Booth, Ottawa, is erecting an additional sulphite pulp mill.

The declared circulation of The Toronto *Sunday World* is 101,500.

Athol McQuarrie has sold the Victoria Harbor *New Era* to F. J. Baker.

The printers of Norfolk County have adopted a new scale of job prices.

The retailers of Fort William in a recent meeting condemned the Knowles Bill.

Edward F. Donohue, a Kitchener journalist, was married to Miss Marie Hunt, of that city.

Ottawa *Journal* has installed a monotype caster, and is adopting the non-distribution system.

What's Doing is a weekly paper published at Port Arthur by F. B. Allen, formerly of the *Daily Chronicle*.

J. E. Atkinson, president of the Toronto *Star*, spent a few weeks in Bermuda for the benefit of his health.

James M. Cowan, former city editor of the Niagara Falls *Evening Review*, has been reported killed in battle.

Dr. J. A. Macdonald, of the Toronto *Globe*, lectured in Bowmanville last month on the Law of the World's Good-will.

M. M. Ferguson, of the McConnell & Ferguson Advertising Agency, London, addressed the Hamilton Ad Club last month.

Miss Erma Green has resigned from the editorial staff of the Galt *Reporter* to go to the *Telegram* in Toronto in a similar capacity.

W. R. Davies, Thamesville *Herald*, chairman of the Thamesville School Board, was in attendance at the O.L.A. meetings Easter week.

Ottawa printers are very busy at present, the Imperial Munitions Board is keeping one plant busy almost exclusively with its work.

P. Wilson, formerly superintendent of the Witness Press, Montreal, is now with the *Sentinel Review*, Woodstock, in a similar capacity.

Sir John Willison, editor of the Toronto *Daily News*, addressed an assembly in Hamilton on the subject of Organization of the Empire.

Fire did considerable damage, estimated to be \$20,000, to the machines and stock, last month, of the Daily *British Whig* composing room.

Lieut. "Con." Smythe, of the Canadian Artillery, who has been awarded the Military Cross, is a son of Albert E. S. Smythe, of the Toronto *World*.

Lieut. F. G. Rolph, listed among the wounded in casualty lists, is a son of Frank A. Rolph, of Rolph and Clark, Limited, lithographers and engravers.

The two Shelburne papers, *Free Press* and *Economist*, have made the announcement that their subscription rates will be raised in May to \$1.50 per annum.

C. S. O. Boudreault, of the Ottawa Printing Co., has taken his son, Valmon, formerly of the City Collector's office, into the printing business with him.

Ben Hughes, pioneer newspaperman of the Cobalt and Northern Ontario mining fields, is now training with the Canadian Engineers in England, preparatory to going to France.

The St. Catharines *Standard* offered a prize of five dollars for a slogan for a local campaign for the Patriotic and Red Cross funds. The competition was open to pupils of the local schools.

Major R. F. Parkinson, managing director of the Journal Printing Co., has been promoted to senior major, and, owing to the wounding of Lt.-Col. Edwards, is now in command of his regiment.

Harry W. Anderson was in Washington and New York, covering recent happenings in the United States for the Toronto *Globe*. His dispatches were very favorably commented upon in Canadian newspaper circles.

Jack Hanam has gone to Ottawa to represent the Toronto *Mail and Empire* in the Parliamentary press gallery. He succeeds William Wallis, who becomes resident correspondent of the *Mail and Empire* at the capital.

The Women's Canadian Club, North Bay, intend in the near future to issue a magazine edited and published by the North Bay Women's Canadian Club. The proceeds are to be devoted to the various Patriotic purposes.

J. F. Dugas, a former grocer, of Ottawa, has been appointed chief clerk of distribution, and E. G. Loverdure, hardware dealer, chief clerk of advertising, in the Government Printing and Stationery Department.

In the action of Beach vs. Pelton, in which M. H. Beach took action against R. S. Pelton, publisher of *The Iroquois News*, for libel, the jury brought in a verdict for \$500 for Mr. Beach, who had entered a claim for \$10,000.

Lieut. "Bill" Wallace has been awarded the military cross for gallantry displayed in the first Canadian attack at Vimy ridge. Lieut. Wallace was formerly with the Toronto *Star*, and a lieutenant in the 103rd Battalion.

Rolla L. Crain, of Ottawa, has purchased the property recently occupied by the Rolla L. Crain Co., and which was seriously damaged by fire, and will rebuild same and occupy it with the business of Crain Printers. Limited.

The *Citizen* is the name selected for the new paper which is being distributed by the Windsor *Herold Press* each Friday to all the homes in Windsor, Walkerville, Sandwich and Ford City,—and which will also be distributed in Ojibway.

Justus Miller, editor of the *Canadian Countryman*, Toronto, has been appointed Assistant Commissioner of Agriculture for the Province of Ontario. Mr. Miller is a graduate of the Ontario Agricultural College, and while there edited the *A.O.C. Review*.

The Burks Falls *Arrow* will produce a Soldiers' Souvenir Number in June. An edition of 1,500 copies, each to be sold at 25 cents, is the aim, and orders are being required to be given in advance to protect the publisher against financial loss.

Capt. W. G. Ferguson, formerly quartermaster of the 240th Overseas Battalion of Renfrew, is one of a number of officers who have been chosen to recruit five thousand forestry men for service in England. Captain Ferguson was printer and newspaper man before enlistment.

Prof. G. M. Wrong, of the University of Toronto, Professor of History, has been chosen to write a volume of the history of the war from the Canadian point of view. This will be one of the six volumes that the

Royal Colonial Institute proposes to issue, all bearing on the subject of the war.

The death in Sydney, Australia, of James C. Mackenzie, a native and former well-known resident of Brockville, is announced. He learned the trade of printer at the Brockville Recorder office and was later sporting editor of the Ottawa Journal before going to England, South Africa and Australia in the interests of Dr. Williams Medicine Company.

Pte. Jack Ferguson, formerly on the Times-Journal, Fort William, reportorial staff, but who has been in France for the last 18 months, is home on leave. He is looking fine and is enjoying his visit home after his long sieges at the front where German "whizz bang" and "minnie-wefers" were served up as a daily ration until they really became too common to be appreciated.

John A. Head, who has been connected with the Galt Reporter as business manager for the past year, relieving Lt.-Col. Jas. D. Clarke while on military duty, has, on the latter's return, gone into the insurance business in Galt as representative of the Imperial Life Assurance Co. Mr. Head was in the newspaper business in Fort William before going to Galt. He is well known as an enthusiastic curler.

Jack Tait, whose prowess as a middle-distance runner is known in Canada and the United States, and who enlisted shortly after the outbreak of war with the field artillery, is now in England, taking a commission. He has been appointed to supervise the physical training of Bramshott camp. He crossed to France with the rank of sergeant and was on the fighting line for some time. He was a member of the sporting staff of the Toronto Telegram prior to enlisting.

Lieut. J. H. Fawcett, who met death in action at Vimy Ridge, was the son of Alex. R. Fawcett, of Burk's Falls, the well-known journalist, formerly of West Toronto. When Lieut. Fawcett left Toronto in 1905 he was only 16 years of age. Before donning the uniform, he assisted his father in the building up of the Arrow, of Burk's Falls. His brother, Pte. R. Cecil Fawcett, who is now overseas, was also associated with his father in the publishing of this well-known Ontario journal.

Mr. George Keen, honorary editor of the Canadian Co-operator, recently visited Nova Scotia, where he was a speaker at Glace Bay and Sydney Mines. Illustrative of the extent to which the spirit of co-operation exists in these localities, Mr. Keen quotes the case of the latter town, of some 9,000 inhabitants, at least half of whom are supplied and fed through the medium of one co-operative store there. At Glace Bay, a town of some 19,000 population, the system is also prevalent, a co-operative bakery being at present under course of construction.

Stewart Lyon, representative of the Canadian Press at the front, whose despatches recounting the gallant achievements of the Canadian army during recent stirring events in France, have stirred the hearts of all at home and challenged the admiration of the world in arms, was under fire early in his career as a war correspondent. An Ottawa officer in high command at the front, writing to a friend, says: "I met Stewart Lyon over here, and had one of my staff officers take him down to the front line. He had two or three close shaves from shells, but the S.O. gives him a certificate for courage, which will help him a lot in his business."

Frank B. White, representative of a Chicago firm, addressed the Hamilton Ad. Club last month. Mr. White said in the United States 100,000 boys would go to the farms, and men, women, and children would aid in the work. Mr. White's theme was "How to Reach the Farmer." Ald. W. C. Thompson, who had secured the largest number of members this season, was elected delegate to the Ad. Club Convention in St. Louis. A brief address was delivered by Judge Quentin D. Corley, of Dallas, Texas, and also by President Coryell, of the Toronto Club. The Board of Directors announced the election of the following: F. L. J. Seldon, president; G. H. Schnillbacher, vice-president; G. B. Perry, treasurer; D. E. Malcolm, corresponding secretary; W. W. Lindsay, record-

ing secretary; Ald. W. C. Thompson, Fred Cloke, K. H. Green, T. H. Edgington, E. D. Reed, and C. C. Morin, directors.

QUEBEC

Montreal Evening News published its last issue on Friday, April 13th.

The South Shore Press, a weekly paper published in St. Lambert, Que., a Montreal suburb, has suspended publication.

Miss Katherine Hughes, formerly a member of the staff of the Montreal Star, afterwards on the Edmonton Bulletin, later provincial archivist of Alberta, is writing a life of Sir William C. Van Horne.

Captain John Reid, R.E., formerly of the Montreal Herald, and lately attached to the Highland Brigade in England, has been appointed a staff interpreter and will proceed to the Russian front.

Lieut. W. M. Scanlan, formerly of the Montreal Herald, Toronto News, Regina Leader and Ottawa Journal, has given his life for his country. On April 16th he was reported in the casualty list as "died from wounds."

The Montreal Board of Control has stated that the resolution of April 13 forbidding heads of departments to give out interviews or show copies of reports does not mean that they are to withhold the regular information they have been in the habit of giving, from the newspapers.

Pte. G. B. Kipp, brother of L. F. Kipp, city editor of the Montreal Herald, has been missing since October 8 last. Pte. Kipp went overseas with a Toronto battalion, and was in the first draft of 100 men sent to France to reinforce one of the original Ontario battalions. He disappeared three weeks after he crossed the Channel. His parents reside in Woodstock, Ont.

George Tufts, special writer for the Boston Herald, made a visit to Montreal last month in quest of a good live Canadian story. Not only did his inquiries around the City Hall get him into a heap of trouble, ending when he was detained for some time, but what he wrote when he returned to his city has drawn upon his head the wrath of the council of Montreal. If the motion presented at a meeting of the aldermen is adopted, the attention of the Government of the United States, the Dominion of Canada, the attention of his employers and the press of Montreal will be drawn to the story. The aldermen take exception to it as they claim it is a "series of falsehoods and an infamous and false article for the purpose of of discrediting the Allied nations and of leading the public to believe that the Canadians of French origin are hostile to England and against all participation in the present war."

MARITIME PROVINCES

The printing plant owned by the deceased Alex. Moody, of Halifax, is now on the market.

F. G. Lancaster, representing the Maritime Provinces, Canada Paper Co., is on a visit to Montreal.

Stephen H. Fry, linotype operator with the St. John Times-Star, has enlisted with the 236th Kilties Battalion.

Private Kenneth Doak, formerly of the staff of the Fredericton Clearer, has been wounded in the left shoulder.

Stanley Granville, accountant with the St. John Standard, has suffered bereavement in the loss of his infant daughter.

Mr. Havell, of the Printer's Supply Co., has been calling on the printing trade in New Brunswick and finds trade good.

George B. Lemmon, of the staff of the Paterson Printing Company, St. John, was married on April 11 to Miss Mary Agnes Gabriel.

J. L. Stewart, of the Chatham World, has retired from the Town Council after serving for five years as chairman of the Financial Committee, and declined nomination for the Mayoralty.

News of the death of Captain Eric Dennis, son of Senator Dennis, of the Halifax Herald, was received with deep regret by his friends in St. John.

P. E. Doyle is the sole partner of the Halifax Ptg. Co., following the death of

Alex. West. Mr. Doyle ran for Aldermanic honors in the election held 25th April.

John J. Wallis is now foreman of the Yarmouth Times office, and Gilbert Langtry, who was the foreman for nearly twenty years, has severed his connection with the Times and is now employed by the Herald.

George Scott, formerly a member of the staff of the St. John Telegraph, and later the Globe, has completed his course in the Presbyterian Theological College in Halifax and graduated recently, winning the prize for oratory.

The printing trade in Halifax is not so brisk as it has been this winter on account of the Provincial printing being pretty well finished up. Considering everything, printing and bookbinding trade of Halifax and vicinity is exceptionally good.

H. C. Creighton, of St. John, has been notified that his son, Kenneth T. Creighton, formerly day news editor of the Winnipeg Telegram, had been wounded in the battle of Arras. He has been serving as lieutenant with a Western infantry unit.

There recently arrived in England Capt. F. Malenfant, formerly of Malenfant & Stratton, job printers. He is quartermaster of the 165th Acadian Battalion and has been connected with nearly every printing office in Moncton city and Shediac town.

Lieutenant A. W. Thorne and Lieutenant Willard McGinley, who left the news staff of the St. John Standard to don the khaki, are both in hospitals in England recovering from the effects of wounds, and both are reported to be making satisfactory progress.

Hon. P. J. Veniot, Minister of Public Works in the new Provincial Government for New Brunswick, was connected with the staff of the Moncton Transcript at its formation many years ago, and he afterwards published an Acadian newspaper, known as the Bathurst Courier, at Bathurst. It ceased publication some years ago.

R. W. Gould, who has been a member of the writing staff of the St. John Telegraph, has taken over the Maritime Retailer, a monthly published in St. John, N.B., in the interests of retail merchants. For the present he will act both as publisher and editor. N. C. Cameron, who founded the paper a year or two ago, is returning to Toronto.

With the advent of spring, the printing fraternity in the city of Halifax, and also St. John, are awaiting the semi-annual visit of the genial Billie Sharpe, representing the Canada Printing Ink Co., Mr. Sharpe is like the proverbial stork. He is always around somewhere leaving messages of good-will and other things to his numerous friends in the Maritime Provinces.

The St. John Standard has completed the installation of an addition to their press, which increases the capacity from 16,000, twenty-four pages, and increases the speed twenty per cent., also giving a range of each unit of two pages from four to twenty-four, with the exception of twenty-two. Discarding one of an older type, the Standard has installed also two new typesetting machines, giving them a battery of five.

The entire property of the St. Croix Printing and Publishing Company, of St. Stephen, N.B., is being offered for sale by tender, tenders closing May 1. The property consists of the St. Croix Courier, a bright weekly newspaper, and a job printing business. The paper was a strong supporter of the Hon. George J. Clarke, of St. Stephen, whose death occurred in February, shortly after he resigned the premiership.

Kenneth B. Cameron, for six years a member of the editorial staff of the Omaha World-Herald, went last month to Halifax, N.S., to join the British Atlantic Squadron. He is stationed on H.M.S. Niobe. "Cam" is a Canadian and has never been naturalized in the United States. When the war broke out he offered to enlist in the Canadian contingent but was turned down because of a physical disability. Recently the ban was removed and he immediately applied for service on a British warship.

A former newspaper man has been selected as head of the biggest spending department in the newly-organized New Brunswick Government. Hon. Peter J. Veniot, of Bathurst, to whose vigorous efforts is

ascribed much of the credit for his party's victory, has been made Minister of Public Works. In his earlier years, after graduating from Pictou Academy, he entered newspaper work and, after some years' general experience, became editor of *Le Courrier*, published in Bathurst, a post which he filled from 1894 to 1900. He then became collector of Customs at Bathurst, and held that office until the defeat of the Laurier Government in 1911.

NEWFOUNDLAND

Barnes & Co., of St. John's, have installed a monotype and are catering to supply the trade with type.

The job printing business in Newfoundland, like the publishing branch, continues brisk. Many offices are working at full capacity.

J. P. Gleeson, of St. John's, has published another issue of his "*Easter Lily*." This interesting magazine has now made several yearly visits.

J. C. Puddister, business manager of the St. John's *Daily News*, was recently elected Grand Master of the Orange Association of Newfoundland.

W. J. Herder, proprietor of St. John's *Evening Telegram*, was seriously ill during the month of March. He has, however, since recovered.

Miss Le Messourier has issued an Easter number of her "*Distaff*," for the benefit of the Red Cross Fund. The Christmas issue of this popular magazine netted \$770 for that fund.

Rowland and Frank Pike, formerly of Twillingate, Newfoundland, have purchased the Northport, Wash., *News*. Frank Pike learned the printing business at the office of the Twillingate *Sun*.

Arrangements are being made for the publication of a church magazine for the Parish of Bonne Bay. Its first issue is expected to appear in June.

A magazine to make its first appearance at Easter is the "*Convent Bell*," published by the Alumnae of the Presentation Convent, St. John's. The "*Convent Bell*" is edited by Misses E. G. Howley and A. M. McEvoy, and will be published quarterly.

It is announced that St. John's Newfoundland, is soon to have another daily paper. The paper will be published in the evening, and the name chosen is the *Evening Post*. Already there are six daily papers published in that city. While other countries are reducing their publications owing to conditions brought about by the war, there continues to be an increase in the publishing business in "ye Ancient Colony."

Confederation talk is again in the air. In fact, the whole atmosphere seems pregnant with it, and it is thought by many that its consummation will be one of the outcomes of the present war. The entering of Newfoundland into Confederation will no doubt be a great thing for the Canadian paper business. At present the major part of Newfoundland's paper imports comes from the United States, where previous to the war prices were reasonable. But the unstable condition of the American market of late is causing many printing houses to consider the advisability of looking elsewhere for their "raw material."

The Dead

ROBERT L. PATTERSON

ROBERT LAWRENCE PATTERSON, formerly Canadian representative of the Miller & Richard type founders, Toronto, and a man known far and wide for his genial personality, died at his home, "Fernwood," Todmorden, Toronto, after a lingering illness of two months, in his 72nd year.

Born at Manor Hamilton, County Leitrim, Ireland, he came to Canada with his parents when a boy. Mr. Patterson began his business connection with the printing business of Canada in the office of the Toronto *Globe*, where he remained for some years.

After leaving *The Globe*, Mr. Patterson

became connected with the Miller & Richard Company, and was their Canadian representative until ten years ago, when he retired from active service. Then his son, J. H. L., of the Winnipeg branch, succeeded him as manager of the Toronto branch, while a younger son, H. K. Patterson, was appointed manager of the Winnipeg branch of the company.

When years of leisure came to Mr. Patterson, his chief form of out-door sport was bowling, a game in which he was greatly



THE LATE R. L. PATTERSON

Formerly Canadian representative of Miller & Richard, Type Founders.

interested in developing in Toronto. He held more or less informal bowling tournaments at his beautiful residence, Todmorden. He was an ex-President of the bowling sections of the Royal Canadian Yacht Club and the Granite Club. He also toured Scotland with the Canadian curlers a few years ago. Mr. Patterson took a special interest in the annual tournaments of the newspaper bowlers, being the donor of the Fernwood Cup, annually competed for by the newspaper bowlers.

Mr. Patterson, who still retained certain business interests after his retirement from active service, at the time of his death was Vice-President of the Manufacturers Life Insurance Company, a director of the Dominion Guarantee and Accident Insurance Company, and the Ottawa Light and Power Company. For ten years he was chairman of the Toronto Collegiate Board, and was a member of Rehoboth Lodge, A.F. and A.M., of the Granite Club, National Club, Royal Canadian Yacht Club, and the Canadian Art Club, and was a patron of the fine arts. Mr. Patterson fought at Ridgeway during the Fenian Raid, for which he received a medal. He was a fond lover of nature, and peacocks, deer, and other animals found a sanctuary at "Fernwood."

Mr. Patterson, whose wife predeceased him two years ago, is survived by five children. They are Messrs. J. H. L., Toronto; Herbert K., Winnipeg, and Sergt. Robert D., with the Railway Construction Battalion in Flanders, and Mrs. Flora Moore, Hamilton, and Mrs. Amy Ritchie, Toronto. His sister, Miss M. Patterson, and sister-in-law, Mrs. H. V. Legge, also survive.

CAPTAIN ERIC R. DENNIS

CAPTAIN ERIC REGINALD DENNIS, eldest son of Senator Dennis, proprietor of the Halifax *Herald and Mail*, has been killed in action.

At the outbreak of the war Captain Dennis was a Lieutenant in the 63rd Halifax Rifles and he went on duty with his regiment in the forts and outposts around Halifax.

He was twenty years old, and he volunteered for overseas service in the first week of war. Captain Dennis went overseas in the autumn of 1915 in command of a company. Lieutenant Dennis had been in heavy fighting on the front since early in the summer of 1916. Three times within forty days he was recommended for the military cross, which he was awarded for heroic conduct. He was promoted on the field to a captaincy and given command of a company.

Captain Eric Dennis was a member of the staff of the Halifax *Herald* and was among the first of more than forty from the *Herald* building who have gone on active service, several of these, like himself, having made the supreme sacrifice.

Alex. West, of the Halifax Printing Co., is dead. Mr. West was one of the oldest printers in the city of Halifax. In his younger days he took a great interest in sports. He was about sixty-five years of age and had never been married.

Will H. Parry, vice-chairman of the Federal Trade Commission, is dead. Mr. Parry had been in poor health, due to overwork during the investigation of the news print and lumber problems on the part of the Commission. President Wilson sent Dr. Cary T. Grayson, his personal physician, to the hospital as one of the consultants.

George A. Milner, a pioneer newspaper man of the United States, who established the old Lakefield *Chronicle* and conducted it for a number of years, is dead at Charlotte, N.Y., where he removed in 1892, and where at the time of his death he was editor of the Charlotte, N.Y., *News*. Mr. Milner was born in England in 1857, and went to Ontario when a young man.

Thomas Robertson, president of Robertson Bros., candy manufacturers, Toronto, and president of the *Monetary Times*, is dead. The late Mr. Robertson was in his seventy-ninth year and had been a resident continuously in Toronto for the past sixty years, coming here when quite a young man from Selkirk, Scotland. In 1902 he was appointed president of the *Monetary Times*.

Lieut. J. H. Fawcett, who was killed in action last month, was at one time well known in West Toronto, where he conducted a suburban newspaper. He enlisted with a Parry Sound unit and went overseas in October last, reaching France in January. He was 28 years of age, and before enlisting lived at Burk's Falls, where he was connected with the firm of Fawcett and Eons, proprietors of the Burk's Falls Arrow.

Roger Valois, editor of Montreal *Le Pays*, a bright young journalist whose future gave the greatest promise, is dead in his 29th year, after a long illness. He was formerly connected with *Le Canada*, where he became city editor, and later he joined his uncle, Godfrey Langlois at the office of *Le Pays*. When Mr. Langlois went to Belgium as the special representative of the Quebec Government, Mr. Valois became managing editor.

Edmund Mitchell, author and journalist, born in 1861, is dead. A graduate of Aberdeen University, he engaged in editorial writing on London and Australian papers, and was also connected at one time with the Los Angeles *Times*. He traveled extensively, and was well known as a special correspondent. Among his books were "The Temple of Death," "Towards the Eternal Snows" and "Chickabiddy Stories." His home was in Los Angeles.

W. J. Reid, a Hamilton printer, is dead. Of an affable and generous nature, few printers in that city were better known or held in higher esteem than Jack Reid. About forty years ago he started at the printing trade in the *Spectator* office, but when the *Herald* came on the scene about a quarter of a century ago, he transferred his activities to that newspaper, where he was employed until overtaken by the illness which culminated in his death.

Charles Robertson, advertising manager, Toronto, is dead. For the past twelve years

he had been advertising manager of the Prebyterian Publications. Born in Toronto sixty years ago he learned the printing trade at the *Globe* office, when George Brown was managing director. His "case" companions included the late Charles W. Taylor, who afterwards was general manager of the *Globe*. A brother is J. S. Robertson, advertising agent, Toronto. The late Mr. Robertson some years ago was active in the advancement of the temperance cause.

William Berri, proprietor of the Brooklyn, N.Y., *Standard-Union*, is dead. Besides the *Standard-Union*, Mr. Berri was the founder and publisher of a number of Brooklyn trade papers, including the *Carpet Trade Review*, and *Furniture Trade Review*, and was president of the Review Publishing Company. Mr. Berri was born in Brooklyn in 1848, and was a printer, and invented the double type-casting machine now in use. He was later owner of the firm of William Berri Sons, which for fifty years was a leading carpet house of Brooklyn.

Lieut. William Maunsell Scanlan, son of Rev. R. W. Scanlan, Port Elgin, is officially reported to have died of wounds April 10. With Maunsell Scanlan's death there passes one of the brightest newspapermen known to Canadian journalism. In 1907-08 he served with distinction on the staff of the *News*, Toronto, representing that daily on many important political, "police" and other assignments throughout Ontario, and later in the press gallery of the Legislature. He entered the newspaper field in Montreal in 1909, but when war broke out in 1914 was working in Regina, and at once enlisted in the 5th (Saskatchewan) Battalion, C.E.F. He won corporal's chevrons at Ypres; last year became sergeant, and only a few weeks ago was given his commission for service in the field.

Wm. R. ("Toby") James, one of Toronto's best known labor men, is dead. Mr. James was seventy-two years of age, and was employed as a linotype operator in the *World* composing room for several years. Born in Ireland in 1845, Mr. James came to Canada and resided in St. Catharines for several years, where he held the office of Fire Chief. When he came to Toronto he took a great interest in the labor movement. His great effort was to work for the betterment of his fellow-workingmen. Through his untiring efforts he was successful in conducting the campaign in St. Catharines to have the first labor man elected to Parliament. Ten years ago he opposed George Gooderham in the Parliamentary election in South Toronto. He was Chairman of the Appeals Committee of the Printer's Union, and in the year of 1904 brought the International Typographical Union Convention to Toronto. Mr. James was a veteran of the Fenian Raid and a prominent athlete in his day.

Flight-Lieut. George R. S. Fleming, formerly associated with his father, Atwell Fleming, in the printing and publishing business in Toronto, was killed in action on April 19th, while serving with No. 3 Canadian wing of the Royal Naval Air Service. George Fleming was born in London, Ont., on April 15, 1886, and was called after his grandfather, Rev. Dr. George Rivers Sanderson, a prominent Methodist minister, and at one time editor of the *Christian Guardian*. He moved to Toronto in 1895, and, before the war, was engaged in the business of the Atwell Fleming Printing Co. The late Lieut. Fleming was a graduate of the 1907 class, School of Practical Science of Toronto University. Lieut. Fleming was an enthusiast. The Air Service appealed to his inventive turn of mind and to his imagination. The series of articles signed "Geoff," which appeared in the columns of the *Toronto Star*, were from his pen, and no better articles explanatory of the "war in the air" have appeared anywhere. Lieut. Fleming is survived by his father, two brothers and one sister.

Sir Francis Cowley Burnand, formerly editor of *Punch*, is dead. Sir F. Burnand was editor of *Punch* for 44 years, retiring in 1906. He was the author of more than 120 plays, and, with Sir Arthur Sullivan, of two light operas. Sir Francis Burnand was

born in 1836, and was descended, on his father's side, from an old Savoyard family. He was educated at Eton and Trinity College, Cambridge. At fifteen, while at Eton, he wrote a farce, which was presented at two local theatres. He founded a little later the Amateur Dramatic Club, where his earliest pieces were produced. He studied for the English Church, became a Roman Catholic, read for the Bar, practised occasionally, and commenced writing. He was introduced by George Meredith to "Once a Week." Burnand was also introduced by Lacy to Charles Young, the actor, who successfully presented "Dido" at St. James' Theatre. His burlesque, "Black-eyed Su-



CHARLES H. TICE

Retiring Manager of the Montreal Printers' Board of Trade. Mr. Tice will remain in Montreal and continue to serve the printing trade in an efficient and useful manner.

san," had a run of 800 nights at the Royalty Theatre, in Soho. When about twenty-six, Burnand wrote for "*Fun*," but when its proprietor refused the burlesque novelette, "Mokeanna," Burnand took it to Mark Lemon, editor of *Punch*, who accepted it. Burnand was also taken on the staff and became editor of *Punch* in 1880.

C. S. Douglas, ex-Mayor of Vancouver, is dead. Charles Stanford Douglas was born at Madison, Wisconsin, on Oct. 1, 1852. His father, who was of old New England stock, was a relative of Stephen A. Douglas, "the little giant" of Illinois, who opposed Lincoln on the platforms of the country. Young Charles was educated at Wayland University, Beaver Dams, Wis., and upon leaving school entered the newspaper business, familiarizing himself with both the editorial and mechanical work. In 1875 he became proprietor of the *Superior Times*, Superior, Wis. Two years later he sold his interests in this paper and emigrated to Canada, taking up his residence at Fort William, Ont., where he engaged himself in newspaper work, acquiring the *Day Book*. The following year he removed to Emerson, Man., where he issued the *International*, one of the first papers published in the province. Mr. Douglas became a naturalized citizen of Canada and took an active interest in the public affairs of the town and province. He was elected to the Town Council, School Board, and Mayoralty of Emerson, and was sent to the Legislature from that city, sitting from 1883 to 1889 in the Manitoba House. In June, 1889, he removed to Vancouver, where he engaged in the realty business, soon becoming recognized as one of the city's most substantial business men. In the Vancouver civic elections of 1909 he was elected mayor, occupying the position for one year. He was defeated the next year, and again at the elections of 1915.

Major John M. Burke, one time scout in the Indian wars and for nearly half a cen-

tury associated with the late Col. W. F. Cody (Buffalo Bill) as publicity representative, is dead at the age of seventy-three. Major John M. Burke was born in New York. It was in 1865 that he made the trip to the West that brought him into contact with "Buffalo Bill" and the Indians. Red Cloud and the Sioux Indians were at war with the Government forces at that time and the expedition was prevented from crossing the plains. General "Phil" Sheridan was in charge of the war against Red Cloud and his chief scout was William F. Cody. Then and there Burke and "Buffalo Bill" cemented a friendship which lasted through life. Burke participated in other wars with the Indians and after the final war with the Indians at Pine Ridge in 1890 and 1891 he was selected with Major Jesse M. Lee as one of the peace commissioners. It was because of this fact that Pope Leo XIII and Pope Pius X received him in audience. Major Burke met and knew every President of the United States since James Buchanan. When "Buffalo Bill" organized his Wild West Show, Major Burke was associated with him. He was the press agent for the show and was known personally to almost every newspaper man in the United States and in the larger cities of Europe. He was recognized as one of the greatest press agents in the business, although he prepared practically no press notices himself. What he did was to inspire enthusiasm in the minds of the newspaper men who wrote his copy for him.

CHARLES H. TICE "ADDRESSED"

WITH the dissolving of the Montreal Printers' Board of Trade and the steps being taken to develop the Graphic Arts Section of the Canadian Manufacturers' Association on the part of the printers of Montreal, attention is drawn to the genial personality of Charles H. Tice, for ten years manager of the Printers' Board of Trade of Montreal and one of the best known men in typographical circles in Canada both East and West.

At the final meeting of the Board of Trade when owing to the effects of war conditions decision had been made to dissolve, it was unanimously moved that a memorial be prepared in the form of an illuminated address for presentation to Mr. Tice in recognition of his whole-hearted services during the past ten years for the interests of the printing trade in Montreal and Eastern Canada. It is recalled with many expressions of appreciation amongst the members of the Board of Trade that Mr. Tice arriving from Boston a decade ago in the full vigor of his energetic being, and with previous Board of Trade experience as well as an intimate knowledge of the printing business, devoted since then all his energy and interest to the work of his managementship.

Just before the baleful effects of the war began to be felt in the thinning out of the ranks of the printing industry, and reduction of printing trade activity, Mr. Tice had brought the Montreal Printers' Board of Trade to a position of importance in trade relations. Well and widely known in the world of printers Mr. Tice is now, to the satisfaction of his wide acquaintance in the trade, planning to remain in Montreal, where he resides, and his activities in the future are to be directed along the lines of supplying the trade with certain essentials with the use and manufacture of which he is very familiar. Of this a further announcement may be made subsequently, Mr. Tice having meantime proceeded to New York in connection with arrangements being made.

With recognition of the fact that the managementship of a Printers' Board of Trade is no sinecure, members of the typographical fraternity and good friends of Mr. Tice's quite freely express regret that circumstances should have so conspired to wind up at this time the long period of valuable work carried on by Mr. Tice in the interest of the Printers' Board of Trade in the past decade and energy were sent amongst and dis-

PRINTERDOM

Both Edmonton dailies, the *Journal* and *Bulletin*, have installed new newspaper presses.

Calgary has organized an allied printing trades council. F. J. White, of the Calgary typos, is secretary of the new organization.

Regina Union has demonstrated its patriotism in a most befitting and practical manner in investing in \$300 worth of war bonds.

The Ontario Conference of Typographical Unions is to be held in London in June. The members of the committees are up to their ears in the work of preparation.

Brandon Typographical Union has affiliated with the Western Canada conference, so that now every union in the three prairie provinces is identified with the conference.

The officers of the allied printing trades council, Ottawa, are as follows:—President, W. T. McDowell; vice-president, T. Healey; secretary-treasurer, Alf J. Larden; executive, T. Carroll, A. E. Sheppard, D. McCann.

A limited supply of paper for the Halifax newspaper offices has caused a cutting down in the number of pages. The wage scale agreement expires December 31, 1917. Most of the offices have granted a dollar increase.

An honor roll of the Regina members who have volunteered their services in the great war, some of them having rendered up their lives in the struggle, is in course of preparation. At this time No. 657 has twenty-two heroes on its roster.

The Western Canada conference secretary has received assurance from Premier Martin, of Saskatchewan, that the desires of the Western Canada Conference regarding the printing of school textbooks by the respective provinces will be met, to at least some extent.

The Hamilton Technical School, with Fred Atkinson as instructor, is doing a good work among the apprentices taking advantage of its opportunities, and, working in conjunction with an examining board appointed by the union, the benefits to accrue can not fail to be of value to the apprentice, the employer and the craft.

The annual convention of the Western Canada Conference of Typographical Unions will be held in Regina, May 24, 25 and 26. It is anticipated that the attendance at this convention will be larger than ever. Word has been received from President Scott that it is very probable that either he or Vice-President Barrett will be on hand, as well as other International representatives.

The Montreal Printers' Board of Trade has been discontinued, and printers in Montreal are endeavoring to organize a Graphic Arts Section of the Canadian Manufacturers' Association. They are looking out for a first-class cost expert and organizer, whose principal duties would be to get the printers of the city to instal cost systems and keep them in good running order. By this the Montreal printers interested hope to make a number of price cutters realize the actual cost of their work.

U. T. and F. C. A. NOTES

Secretary Jos. A. Borden, United Typothetae and Franklin Clubs of America, who recently returned to National headquarters, addressed many organizations on his extended trip, among them being: New England Paper Jobbers Association, Boston Association of Photo Engravers, Photo Engravers Board of Trade of New York City, Boston Employing Electrotypers Association, Employing Electrotypers and Stereotypers Ass'n of New York City, Employing Printers Association of New York City, Boston Typothetae Board of Trade, Typothetae of Philadelphia, Newark Typothetae, Typothetae of Washington, D.C.; Ben Franklin Club of St. Louis, and Ad Club of St. Louis.

Printers should begin making preparations to attend the Thirty-first Annual Convention of the United Typothetae and Franklin Clubs held at the Congress Hotel, September 17, 18 and 19, as best, if not the best organization. At the time of the

United Typothetae and Franklin Clubs of America is proving its value is evidenced by the report from National headquarters stating that the sale of the book for the past month was larger than any previous one. Printers not acquainted with the Standard Price List are advised to write to the National Office, 608 South Dearborn St., Chicago.

The Composite Statement of Cost of Production for the year 1916 being compiled at National headquarters, is already beginning to show some interesting figures. Present indications are that this year figures will be the most complete ever compiled by the Cost Commission.

GOD SAVE OUR KING AND QUEEN
KINGDOM ALL ETERNAL AMEN
GOD SAVE US ALL
BUOYANT YOUTHFULNESS
BRING JOY AND RIGHTeousNESS
223JH OT HTJASH RO 222HJUH
AND PACE INSTAL

Things transpiring just now in an activity throughout the world
bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz
for the world of its accomplishment and start again. A tale is
223JH bnsjz 223JH bnsjz 223JH bnsjz 223JH bnsjz 223JH bnsjz 223JH
back of its own sweet will, when eventually mature years are
need bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz
mentored or unselfish labor. The former can go through into
agrad is ylnsmul gnjthnsd zlnsmovm
History informs us, that nearly two thousand years ago the best
for the world of its accomplishment and start again. A tale is
the preponderance of thought dwelling upon that great redemption
old to old nwb bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz
purpose of perpetuating life in right living is not found to have
bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz
which must, if the Lord is implied, include the entire world. The
evil of bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz
in the world of its accomplishment and start again. A tale is
radio bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz
signs following—such as writing down the thoughts, interpreting
zi bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz
imparted through confidence, and confidence constantly extending
bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz
paved, and in the order of events must fall at the end of the world.
wsl bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz
refuge homes for old age because the younger generation will
bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz bnsjz

This rather puzzling composition illustrates the idea of John G. Readman, an Ayr printer, who believes that we ought to learn to read with the sight travelling as follows:

GETTING MORE OUT OF YOURSELF

There is a text in three pieces of advertising matter just issued by the Mergenthaler Linotype Company that every printer should heed.

One is a brochure of thirty-two pages: "Speed—How to Attain It." In its well-written pages there is a wealth of suggestive and informing matter.

The second is a leaflet: "What You Should Know About the Distributor Box."

The third exploits one of the handiest tools that a printer can own—"as handy as a labor-saving composing stick." It is a hand lead and slug cutter, cutting with ease leads and slugs up to 14 point, and in lengths up to thirty picas.

A copy of any one of these four texts will be sent upon request to the Canadian Linotype Co., Tribune Buildings, New York.

PUBLICATIONS RECEIVED

The Revolver, 24 pages, published by the N. Y. Revolving Portable Elevator Co., 384 Garfield Avenue, Jersey City, describes and illustrates their Revolver. This machine is a portable elevator or tiering machine, with a revolving base, which can swing around on its own centre like a turntable.

The Linotype Bulletin, the house organ of the Mergenthaler Linotype Company, New York, is devoted to the linotype and its use, and is of value to linotype operators and to owners of linotype machines. In the Feb-

ruary issue is a useful article entitled, "Getting the Most Out of Your Linotype." Another suggestive and interesting article tells how three New Yorkers started a business of their own—the Despatch Press.

A PRINTER'S ADVERTISEMENT

IN THE Vancouver *World* appeared recently a 6-inch advertisement with text as follows:

"Morris is Crazy"—"putting a Fast Printing Press like that in Vancouver!—Where will he get the work to keep it going?" said our competitors, when our wonderful new press arrived.

Maybe they're right—but we have an idea that our faith in the future of Vancouver justifies the buying of the latest thing in fast printing presses.

Anyway, it spells economy for buyers of printing!

James F. Morris Co., Superior Printing, 523 Granville St. (Rear Bowen Bros.), Phone Seymour 33.

Here is a firm that has the right idea, and one is not likely to be very far astray when he predicts a busy future for the James F. Morris Company.

BEN FRANKLIN'S LETTERS

At a Red Cross sale in London a series of letters by Benjamin Franklin, donated by Emily Carey, were sold. The letters were written by Franklin to his friend Dr. Shipley, Bishop of St. Asaph, and his daughter, Catharine Louisa Shipley, between 1771 and 1789, and dealing with the War of Independence and Franklin's mission to France and return to America, and his travels in New Zealand and elsewhere. Twenty-eight lots were put up together. The bidding started at 400 guineas. After a stiff struggle between Lady Wernher, Maggs Brothers and Frank Sabin, the prize was won by Sabin for 650 guineas.

TORONTO "WORLD" INSTALS MONOTYPE

THE Toronto *World*, which publishes daily and Sunday editions, and has recently greatly increased its mechanical plant and added several stories to its building, has now installed the monotype and the complete non-distribution system. This makes nineteen Canadian dailies in the large cities using monotypes in their ad. and news composing rooms.

KAISER WAS A PRINTER

It may be interesting to know that William Hohenzollern, the German Kaiser, learned the printing business in his youth. The princes of the royal house in Germany are each required to learn some useful trade, and when Emperor William was a boy he decided he would like to be a printer. So they sent him to a print shop in Berlin.

NEW TORONTO ADDRESS FOR CANADIAN LINOTYPE, LTD.

THE increased business of Canadian Linotype, Limited, whose office has been located at No. 35 Lombard Street for a good many years, has necessitated the securing of larger and more commodious quarters. This Company is now located in the Robert Bond Building, corner Shepherd and Temperance Streets. When fittings are all in the office and warehouse will present a very fine appearance. It is intended to carry a more complete stock of the various models of machines and supplies. The demand for linotypes and supplies is increasing very rapidly and it is apparent they are compelled to carry a much larger stock than heretofore. Linotype users and prospective customers are cordially invited to visit the Canadian Linotype, Limited's, new premises at No. 68 Temperance Street.—Advt.



Tinned Stitching Wire

HANDLED BY THE LEADING CANADIAN
WHOLESALE HOUSES OF PRINTERS
AND BOOKBINDERS SUPPLIES.

MADE-IN-CANADA

BY

**THE STEEL COMPANY OF CANADA
HAMILTON LIMITED**

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

MODERNIZE

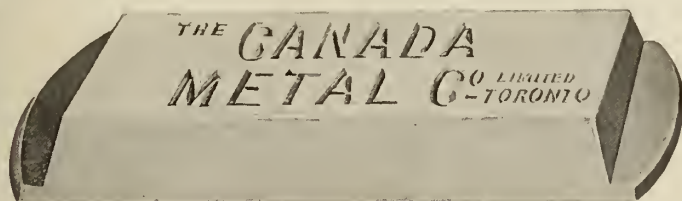
The Progressive Printer now
appreciates systematic mat-
erial for Modern Printing.

The prevailing method a few years ago for giving the desired emphasis in type display was severe contrasts and eccentricity. Those printers who study the need of the advertiser realize that this method does not guarantee real distinction, while better and far more pleasing results are attained by a judicious use of suitable Types and Material. Our products have enabled printers to meet the wishes of clients and give them modern printing.

Get our Specimen Sheets of Up-to-Date Faces.

Stephenson, Blake & Company

C. H. Creighton, *Manager* 60 Front Street West, Toronto



Our Special Combination Newspaper Metal

The same metal used in Linotype and Stereotype pot.
Suitable with pump or ladle. Saves time and trouble
with Improved Results.

*We guarantee a perfect Plate or Slug from start to finish. This is a perfect metal for
large or small newspaper offices.*

GIVES A CLEAR, BLACK FACED LETTER

THE CANADA METAL COMPANY, Limited
MONTREAL TORONTO WINNIPEG

**ALL DEALERS
SELL THEM**



WETTER Numbering Machines

Can always be depended on for **Accurate Work**

We have Models to suit all requirements from \$5 up

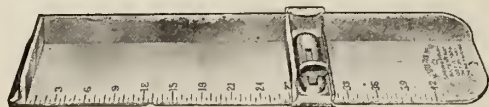
Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, New York, U.S.A.

If it's Paper and Boards, put it up to us.

We carry large assorted stocks in Bonds, Book Paper, Bristols, Genuine and Imitation Parchments, Parchmoid, Glassines (bleached and unbleached), Tissues, Matrix, Blotting and Filter Papers, Kraft and Manilla Wrapping. Binder Boards, in all thicknesses, at best prices.

Get a trial order of our Britannia Superior Matrix Blotting and Tissue. *Used by the largest newspapers.* There's 100% satisfaction in our **Binders' Board.**

Beveridge Paper Co. 17 St. Therese St., MONTREAL
(Successors to Wm. Cauldwell Paper Co., Ltd.)



Star Composing Sticks



are a guarantee of absolute accuracy in the make-up. The cost will be quickly covered by the service it gives.



Years of service will not mar its accuracy.

For Sale by Toronto Type Foundry Co., Toronto, Montreal
American Type Founders Co., Winnipeg

The Star Tool Manufacturing Co.
SPRINGFIELD, OHIO, U.S.A.

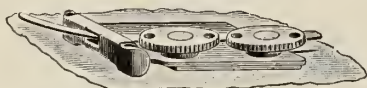
TALK BUSINESS! Or at least let me talk business with you about the superior quality mailer,—the WING-HORTON. The material put in these mailers is the best for the particular purpose to which that part is put. The workmanship is also of the best and nothing can be said of the finish put on the WING-HORTON. Fine enough for practical purposes. Let me hear from you if you are thinking anything about a mailer and I will try to tell you some reasons why the WING-HORTON is the best.

CHAUNCEY WING

Manufacturer of the Wing-Horton Mailer and its Supplies
GREENFIELD, MASSACHUSETTS

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VICE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

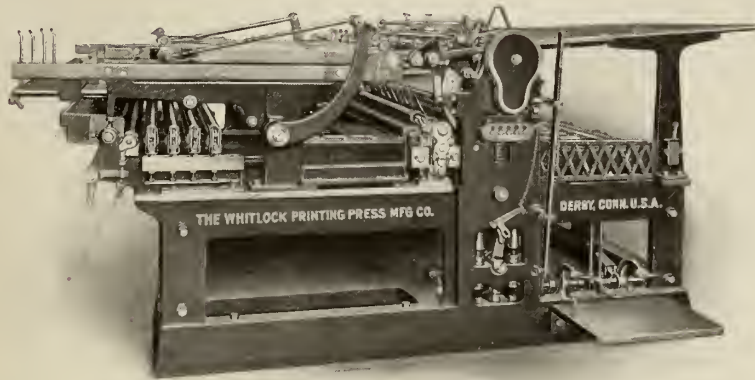
Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

HALF SHEET POSTER CHASES

It's the bargain you've been waiting for but it never came till this minute. Good chases, hardly been used, for your Posters or Mail Lists. Do not hesitate. They'll go fast. Send your dollar and we'll express them to your address.—*Printer & Publisher*

**2
for
\$1.00**

THE PONY WHITLOCK



The Pony Whitlock will stand up under the hardest test and give the best press-room results—a real money-maker. Economical. The best pony in the pony class.

PERFECT REGISTER

**SILENT BED
MOVEMENT**

**PERFECT INK
DISTRIBUTION**

BUILT FOR SPEED

If you are in the market for a pony press, or expect to be soon, learn all about the Pony Whitlock. It has beauty of appearance and more than fulfils expectations.

Call when in Toronto and see it for yourself. In the meantime send for illustrated catalogue and price list.

MADE IN CANADA BY US.



THE illustration to the left will convey to you better than words can the appearance and construction of the

Manton Press Seat

Built to meet a demand for a good reliable seat at a reasonable price. Quickly attached to any press. Price \$6.00.

Manton Adjustable Roller Rack

THIS Roller Rack is different from other adjustable roller racks. You do not have to place your hands on the composition. The head shown in the smaller illustration is equipped with automatic spring action. Just place the roller stock in the bottom socket, a push of the arm and the roller is firmly in place. A slight pull releases the roller. Another feature of the Manton is that the base revolves on rollers. You do not have to walk round it when washing rollers. A feature that saves a lot of time and waste. Made in two styles as shown in illustration. May be attached to post out of the way, or located where you desire in the press-room.

NOTE SPRINGS ON
TOP HOLDER



Manton Oil Tympan

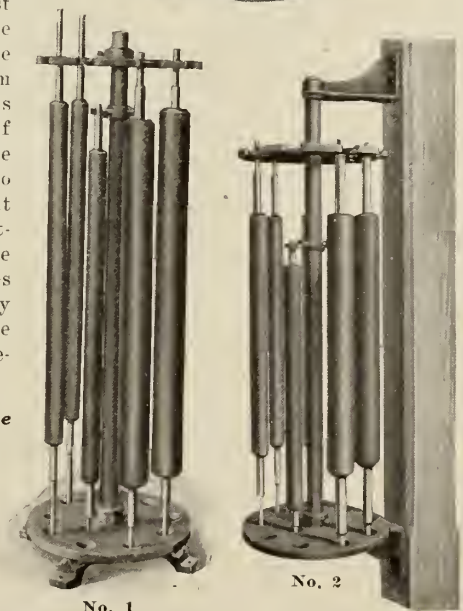
Beats the old style tympan all to pieces, and has a life that makes all other tympan papers high-priced. Send for sample.

We specialize in Inks, Rollers and Printers' Supplies. Satisfactory service guaranteed.

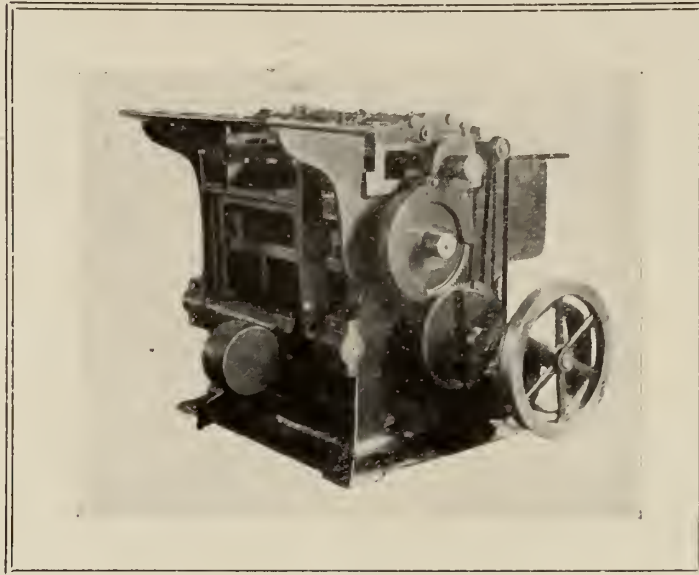
Send for Illustrated Catalogue and Price List.

MANTON BROS.

105 ELIZABETH STREET, TORONTO



QUALITY and QUANTITY



THE OSTERLIND

(Cylinder) Job Press is the only job press on the market that will give you both quality and quantity.

¶ The Osterlind (Cylinder) Job Press will print anything from an envelope to a solid half-tone in one or more colors up to the maximum size (12x19) of the press, and in each case give you both quality and quantity.

¶ The Osterlind (Cylinder) Job Press has a cylinder eight and one-half inches in diameter which makes the point of contact so small on the cut or type form, that there is practically no strain on the press, regardless of the size of the form, with a minimum wear on the type or cuts—figure it out.

The Osterlind will give you more and better service than three job presses at the cost of operating one ordinary Gordon.

Prices and terms within easy reach of every reliable job printer.

MILLER & RICHARD

TORONTO

MONTREAL

WINNIPEG

Buyers' Guide

PUBLISHERS

Pursue your "DEAD BEATS" at once.
You will be at a loss
By letting these accounts drag on.
Let us convert them into SPOT CASH.
It will save you money, time and energy.
Start preparing your list to-day.
Hesitating will not improve matters.
Every outstanding account will
Register word "CASH" by our service.
Satisfaction is assured.

Send for forms to-day

Publishers' Protective Association
TORONTO, ONTARIO

TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE,
COATING, LITHO-
GRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.

Sales Department

Rooms 934-936, 200 Fifth Avenue, New York

Hoyt Metal Company

Eastern Ave. and Lewis Street
TORONTO

**Largest Manufacturers of Mixed
Metals in the World**

In our Linotype, Stereotype, Com-
bination, and Monotype we use only
the best selected stock, carefully
and thoroughly alloyed.

WRITE FOR BOOKLET

J. R. Walker & Co.

35 Common St. - Montreal

Manufacturers of
PAPER and BOARD

Also purchasers of all kinds of
Waste Paper.

BOOKBINDERS AND PRINTERS

GOLD LEAF

All colors and sizes for all stamping
and decorating purposes.

PETER COUGHLIN.
CHARLES E. BROWN CO.

Incorporated

15 EAST EIGHTH ST. NEW YORK

BALERS, WASTE PAPER

Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W.,
Toronto.

Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER

Alhemarle Paper Co., Richmond, Va.
Beveridge Paper Co., Montreal.
Standard Paper Mfg. Company, Richmond,
Va., U.S.A.

BOOKBINDERS' LEATHER.

Nickerson Bros., 99-101 Worship St., London,
E.C., England.

BOOKBINDERS' MACHINERY

Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L. Co., 445 King St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W.,
Toronto.

BOOKBINDERS' SUPPLIES

Beveridge Paper Co., Montreal.
Brown Bros., Simcoe and Pearl Sts., Toronto.

BOOKBINDERS' WIRE

The Steel Co., of Canada, Hamilton.

COLLECTION AGENCIES

Canadian Mercantile Agency, 46 Elgin St.,
Ottawa.
Publishers' Protective Association, 329½
Bathurst St., Toronto.

COUNTING MACHINES

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W.,
Toronto.

CROSS CONTINUOUS FEEDER

J. L. Morrison Co., 445 King St. West, Toronto.

CUTTING MACHINES

Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L. Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stephenson, Blake & Co., 60 Front St. W.,
Toronto.

ELECTROTYPING AND STEREOTYPING

Rapid Electrotpe Co. of Canada, 229 Rich-
mond St. W., Toronto.
Toronto Electrotpe & Stereotype Co., 111
Adelaide St. W., Toronto.

EMBOSSING PRESSES

Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West,
Toronto.

FEATURES FOR NEWSPAPERS

International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS

Beveridge Paper Co., Montreal.
Jones, Samuel & Co., 7 Bridewell Place, Lon-
don, England, and Waverley Park, New
Jersey.

HAND PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

JOB PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

JOB PRESS GAUGES

Golding Mfg. Co., Franklin, Mass.
Megill, Ed., 60 Duane St., New York City.

LIMOGES CHINA PREMIUMS

The Limoges China Co., Sebring, Ohio.

MAILING MACHINES

Rev. Robert Dick Estate, 137 W. Tupper St.,
Buffalo, N.Y.

Wing, Chauncey, Greenfield, Mass.

METAL FOR TYPESETTING MACHINES

Canada Metal Co., Fraser Ave., Toronto.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

McFARLANE, SON & HODGSON, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS

14 ST. ALEXANDER STREET
MONTREAL

ATTENTION

OLD TYPE—BRASS

Copper, Zinc, Electro
and Stereotype Plates
and Old Brass

Highest spot cash market prices. You'll
find it more profitable to sell to us
than to the type foundries.

J. C. & L. W. EPSTEIN CO.
378-380 Front Street East, TORONTO

Ship us your scrap iron, rubber and
paper.

Write us for Quotations

DAILY

Scoop, 1 col. Comics,
Fashions, Puzzles,
News, Noozie,
Hints for the Motorist.

The International Syndicate
BALTIMORE, MARYLAND

MILLER SAW-TRIMMER DEALERS IN CANADA

Canadian Linotype, Ltd., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Toronto.
Geo. E. Stewart, Montreal.
Toronto Type Foundry, Toronto and Montreal.

PAPER MANUFACTURERS AND DEALERS

Beveridge Paper Co., Montreal.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Halls Paper Co., Ltd., Fred H., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Build-
ing, Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave.,
New York.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Ault & Wiborg Co. of Canada, Ltd., Toronto,
Ont.
Canada Printing Ink Co., 15 Duncan St.,
Toronto.

Buyers' Guide

NO-LINT STERILIZED WIPERS

Made of Discarded Cotton Clothing. All buttons and hooks and hard parts removed. Washed and disinfected.

GUARANTEED BY

E. PULLAN
TORONTO

ROLLERS We give prompt delivery, lowest prices and complete satisfaction.

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

**WASTE PAPER
BOUGHT.
WIPING RAGS
SOLD.**

THE LEVI'S
100 John St., Toronto, Canada
HAROLD LEVI MARK G. COHEN

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

Babcock Printing Press Co., New London, Conn.

Manton Bros., 105 Elizabeth St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Goss Printing Press Co., Chicago, Ill.

Hoe & Co., R., 504-520 Grand St., New York.

PRINTING PRESS MOTORS

Kimble Electric Co., 635N Western Avenue, Chicago, Ill.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

PURCHASERS OF OLD TYPE, ETC.

J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

RAGS—WIPING

E. Pullan, 20 Maud St., Toronto.

The Levi's, 100-102 John St., Toronto.

REGISTER GAUGES

E. L. McGill, 60 Duane St., New York.

ROTARY PRESSES

Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.

Hoe & Co., R., 504-520 Grand St., New York.

THE NEW ERA PRESS

A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co., Rahway, N.J., U.S.A.

TYPE FOUNDERS

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

China Premiums ARE THE BEST!

Distinctive Services in Many Sizes. Write for Samples.

The Limoges China Co.
Sebring, Ohio



A Guaranteed
GLYCERINE-
Made

**Flexible
Glue**

SEND FOR YOUR SAMPLE AT ONCE

BAYARD & CO., Inc.
29 BROADWAY NEW YORK CITY

GILT EDGE AND BORDERED CARDS

Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Beveling and Bordering to the trade.

Send for Price List

JOHN BRADFORD

Card Manufacturer
70 LOMBARD STREET TORONTO

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St. Toronto.

Intertype Corporation, World Building, New York.

Miller & Richard, Toronto and Winnipeg.

Lanston Monotype Machine Co., Lumsden Building, Toronto.

The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

WASTE PAPER DEALERS.

The Levi's, 100-102 John St., Toronto.
E. Pullan, 20 Maud St., Toronto.

Classified Advertising

"A POCKET COMPANION FOR LINOTYPE OPERATORS." Price \$1. Address S. SANDISON, 318 West Fifty-second street, New York City.

LEARN THE LINOTYPE—WRITE FOR particulars Canadian Linotype, 35 Lombard street, Toronto.

FOR SALE

FOR SALE—POTTER DRUM CYLINDER printing press, in good condition; 5-col. quarto. A good press for a country

newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont. (1f)

FOR SALE — WEEKLY NEWSPAPER and job printing plant, in good business town in Saskatchewan. Apply Box 555, Printer & Publisher, Toronto. (4-2t)

TWO COLUMN GALLEY PROOF PRESS—complete and in good order. \$15 cash f.o.b. Orillia. Packet, Orillia. 4-1

WANTED—SPECIAL EDITION MAN FOR celebration number. Apply Box 559, Printer and Publisher. (m1)

FOR SALE—DAILY NEWSPAPER AND job printing plant in Western Canada. Fifteen thousand cash will handle. Excellent opportunity for live man to secure a good, paying proposition. Apply Box 557, Printer and Publisher. (4-5)

WEEKLY NEWSPAPER—EIGHTEEN years established; best unopposed Manitoba section; new plant; turnover twenty-five to thirty-eight hundred; expenses when personally managed, nine hundred; worth thirty-six; owner permanently east; for immediate sale, twenty-eight hundred; easy terms.—Box 560, Printer & Publisher.

"MADE IN CANADA"



MAIL US YOUR ORDERS.

now stands for something more than patriotic sentiment or political economy. It is a mark of high quality and good value.

To Printers it is an emblem of value, quality and SERVICE when Printing Inks and Rollers are Manufactured by the "Made-in-Canada" Printing Ink Co.

CANADA PRINTING INK CO., LIMITED

15 DUNCAN STREET, TORONTO

NOW is the time to commence to gather your stocks for Summer Rollers. It's well to order early.

We have a stock of well seasoned raw products and our qualities are better than ever.

Send your stocks to any one of our three factories.

*The Only Ink House in the World that
has associated with it a dye works for
making its own colors for printing inks.*

The Ault & Wiborg Co., of Canada,

LIMITED

MONTREAL

TORONTO

WINNIPEG

◊ TRADE

LINOTYPE

MARK ◊

THE MACHINE THAT LASTS

Models 16 and 17 Linotypes

For the Job Printer

THE purchase of one Model 17 and two Model 16 Linotypes by the Brandow Printing Company, of Albany, N.Y., is further evidence of the superior advantages these models offer the book and job printer.

In the accompanying advertisement, the Brandow Printing Company state several reasons why they purchased these particular Models. *Read what they say.*

Models 16 and 17 Linotypes carry from eight to twelve complete alphabets—all of which can be set from the keyboard as a continuous operation and mixed at will in the same line. *Do you realize what this means to the job printer?*

CANADIAN LINOTYPE, LIMITED

BOND BUILDING, 66 Temperance St., TORONTO

MERGENTHALER LINOTYPE CO.

NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

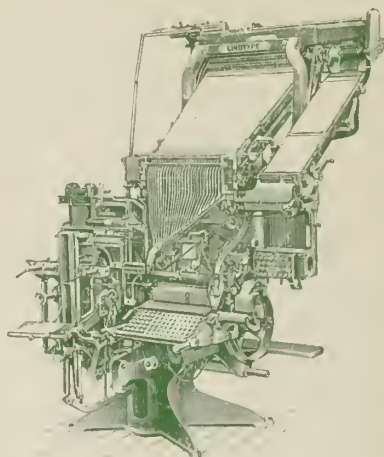
Tribune Building

1100 So. Wabash Avenue

646 Sacramento Street

549 Baronne Street

The Last Word in Typesetting



This wonderful machine sets and distributes five (5) different styles, or faces, of type without the operator leaving his seat—simply touches a button to change from one style to another.

This Company has just installed a "battery" of these new Mergenthaler machines, in preparedness for our increasing business, and they are the first to be operated outside of New York or Boston.

THE BRANDOW
PRINTING CO.

Advertisement taken from
Albany Knickerbocker Press

Modern Linotypes Mean Increased Output, Reduced Production Cost, and Improved Typography

Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

June, 1917

The MacLean Publishing Company, Limited

Toronto : Montreal : Winnipeg

We're specialists in



We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

“Used in Canada wherever Good Printing is done”

The Dominion Printing Ink
and Color Company, Ltd.

128-130 PEARS' AVENUE - - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.

WINNIPEG CALGARY EDMONTON

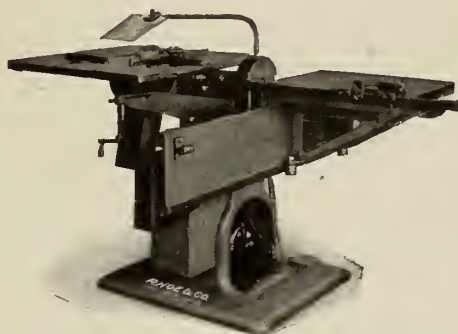
Gunn Paper Co., Limited

MONCTON, N.B.

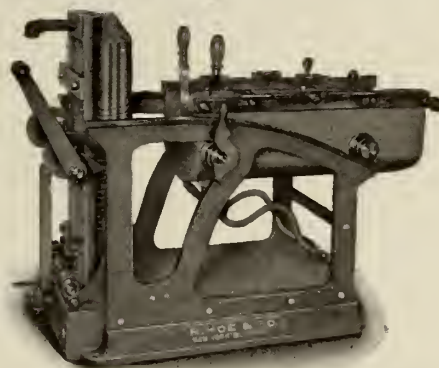
PRINTERS AND PUBLISHERS

When in New York are Cordially Invited to Visit Our
Factory and Inspect Some of

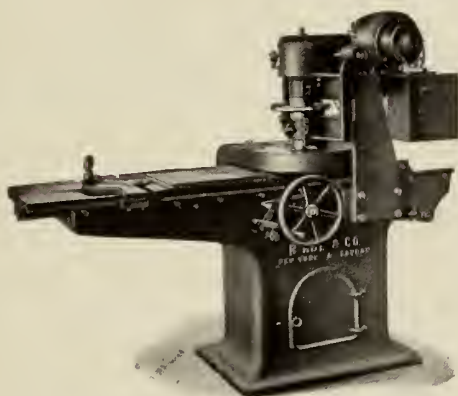
OUR NEW AND IMPROVED *Curved and Flat Plate-Making Machinery*



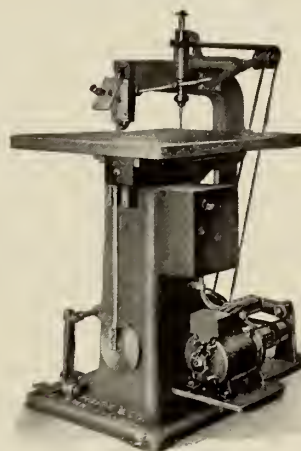
New Mono-Rail Combined Saw Table and Trimming Machine. The Fastest and Easiest Running Machine Made.



New Duo-Cooled Equipoise Curved Casting-Mould. The Last Word in Plate-Casting.



New Beltless Type-High Rotary Planer With Table on Roller Bearings and Many Other New Features.



New Improved Combined Jig-Saw and Drilling Machine. An Unusually Substantial Machine. Free from Vibration.

There is nothing in the line of Printing and Plate-Making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality—Efficiency—Reliability

R. HOE & COMPANY

504-520 GRAND STREET

NEW YORK

BOSTON, MASS., 7 Water Street

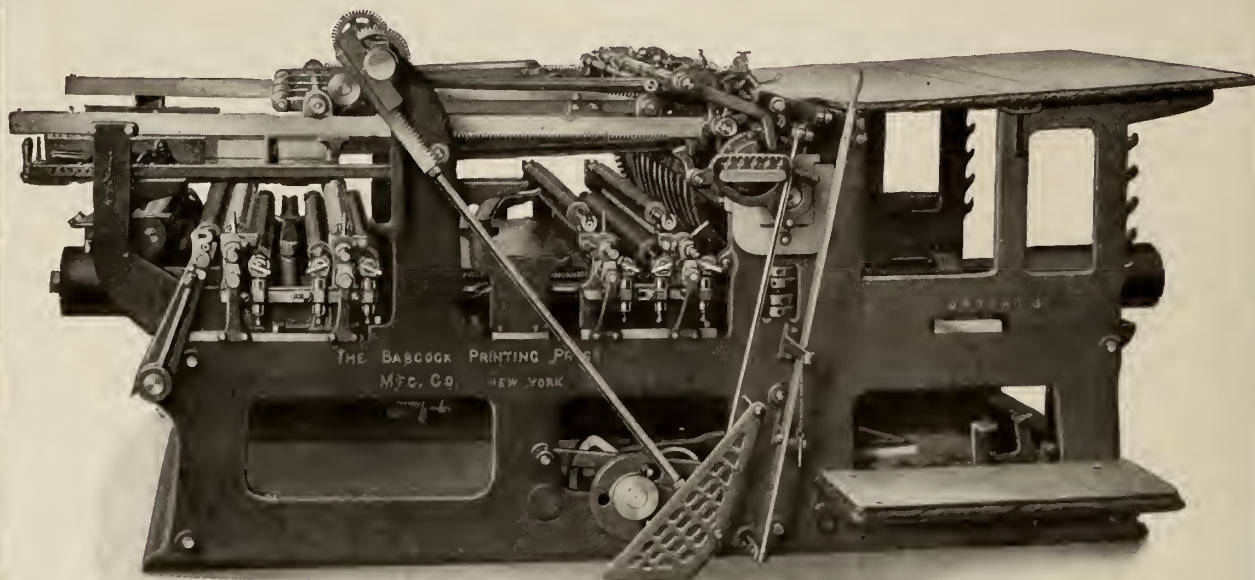
CHICAGO, ILL., 544-546 South Clark Street

120 St. James Street, MONTREAL, CAN.

109-112 Borough Road, LONDON, S.E., ENG.

The Babcock Optimus

No. 43



Every requisite for fine half-tone and colorwork or for rapid commercial printing is built into the

Babcock Optimus No. 43

All composition rollers are interchangeable. The distribution is not excelled on any press of any size or make. It prints anything from a postal card to a 25 x 38 sheet and can print a 26 x 40. The press runs easily and quietly at 2500 per hour, stands low, takes up little room, is conveniently handled and, with our other pony presses, has never been approached in efficiency in printing small forms with big profits.

It's a small machine for big business.

See the Babcock Optimus No. 43 at work.

Our Best Advertisements Are Not Printed—THEY PRINT

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT

38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba

Strathlaid Booklet

The latest production of the Strathmore Mills.

A Laid Deckle Edge Cover and Book Paper Suitable for Catalogues, Pamphlets and Programs.

Cover Paper - - - **Cover Weight**

Text Paper - - - **Lighter Weight**

Each weight to be had in the following colors: White, Cream, Tan, Blue and Green.

Size 25½ x 40

Marking and Deckle Edge run the 40-inch way.

Write for Samples

BROWN BROS., LIMITED

SIMCOE AND PEARL STREETS, TORONTO

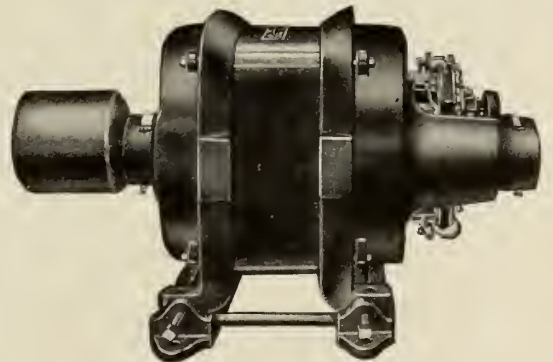


High-priced RUSH business calls for KIMBLE Variable Speed Printing Press Motors

An amazing amount of rush business is coming into print-shops just now—and there's money in this business for every printer who will make quick work a feature.

Kimble Printing Press Motors meet difficult and rapidly changing conditions with almost human intelligence.

They develop higher efficient speeds than any other alternating current motors, and speed is under such flexible control of the operator (by a foot lever) that he's breaking his own



speed records without half knowing it. And when a particularly fussy job (silk badges for instance) comes through, the speed control on the Kimble printing press motor permits of a slower effective speed than other motors give.

These are only two of many important and distinctive features.

Kimble Motors are supplied for job, pony and cylinder presses, and other print-shop machinery.

FOR FULL PARTICULARS ADDRESS THE AGENCY NEAREST TO YOU.

Great West Electric Co., Limited

(Formerly Mainer Electric Co., Limited)

57 Albert Street, Winnipeg, Manitoba

For all points West of Port Arthur and Fort William

Masco Company, Limited

87 Queen Street East, Toronto, Canada

For all points East of Port Arthur and Fort William

Goss Efficiency Features

A GOSS high-speed press will make your pressroom the most efficient part of your establishment

HERE ARE SOME OF THE FEATURES THAT MAKE IT POSSIBLE

Economy of Time IN PREPARING MACHINE FOR RUN

Patented Quick Lock-up Plate Cylinders—Half turn of a "T" wrench locks plate permanently. Dummy plates not required.

Safety Lock Roller Sockets—Rollers held in rigid position. When socket is unlocked roller is automatically raised from drum.

Patented Self-Locking Paper Roll Chucks—Easily set in rolls and positive of operation.

Hand Power Roll Hoist—Rolls of paper easily raised into position on any deck.

Elevated Plate Cylinders—Plates can be placed on cylinders without removing any of the inking rollers.

Safety-first Features FEWER ACCIDENTS TO PRESS AND PRESSMAN

Safety Shearing Pin Devices—Operated in connection with press, intermediate folder and end folder, detecting anything unusual and stopping that part of the machine before serious accident can occur.

Safety Plate Lock-up Device—"T" wrench used to lock plates can not be removed from cylinders until plate is securely locked. NO MORE BROKEN CYLINDERS.

Safety Fender—Prevents paper from clogging into folder.

No Exposed Keyheads or Gearing—All keyheads are covered by caps or collars, and all gear teeth are covered by cast iron guards.

End Adjusted Ink Fountains—NO CHANCE OF ACCIDENT WHILE CRAWLING INTO PRESS ADJUSTING KNIVES. All screws adjusted at a plate on side of press, out of danger.

Ease of Operation

BECAUSE OF NUMEROUS LABOR-
SAVING FEATURES AND ADJUSTMENTS

End Adjusted Ink Fountains—Fountain Knife screws at side of press.

Angle Bar Adjustments—These can be made by means of a hand wheel located on outside of frame.

Impression Adjustment—Positively set by screw wedge adjustment while press is running.

Upper Deck Tension Devices Adjusted from Floor—Side adjustments of roll as well, and when press is running.

Double Tension Paper Roll Frames—Separate tension device for each of the two rolls of paper on a deck.

Patented Three Groove Folding Guide—Makes a guaranteed speed of 36,000 papers per hour possible. An accurate fold without friction, knocking and wear.

Patented Collecting Cylinder—No cutting of ribbons when running collected products.

Send for Booklet No. 101

"Goss High-Speed Rotary Presses"

It will prove profitable if you contemplate the purchase of a Rotary Newspaper Press.

THE GOSS PRINTING PRESS CO.

Main Office and Works: 16th St. and Ashland Ave., CHICAGO, ILL.

New York Office: 220 West 42nd Street

DERBY COVER



ANTIQUE

TWELVE COLORS

20 x 25

21½ x 28½

*This Design is a
Guarantee of Quality*

The best value offered to-day.

Send for samples and price.

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO

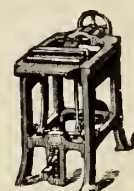
MONTREAL

WINDSOR MILLS, P.Q.

Colored Papers a Specialty



Now is a good time to look up your wants



We can supply your needs and
assure you of satisfaction. Our line
comprises everything in

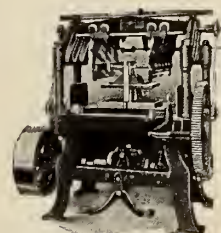
Paper Cutters, Perforators, Ruling
Machines, Embossing Machines
Folding Machines, Feeding Machines

*WE MAKE A SPECIALTY OF EQUIPPING
COMPLETE PLANTS*



The J. L. Morrison Co.

445-447 KING STREET WEST, TORONTO



The Scott Multi-Unit Newspaper Printing Press

is the one newspaper printing press that the pressmen and assistants praise, for it embodies so many features that make the work easier for them, as they can set the color, adjust rollers, regulate tensions, oiling, from the floor.

All Units are at Floor Level

completely accessible on four sides with ample passages. Any of the webs can be run to any folder without readjustment of angle bars or compensators, and the threading is the most convenient and accessible on the market.

Every Unit is Independently Driven

which assures absolute reliability and freedom from interference in operation. They also make possible the driving of these units and folders in groups of any desired number and largely increase the production through elimination of unnecessary stops for roll changes.

Scott Multi-Unit Newspaper Presses

are built in all sizes and can be arranged to suit your present requirements. At any time additions can be made as paper increases its advertising or circulation needs. You can start with a single unit and folder, adding others without disturbing the daily operation of the machine.

If You Contemplate Expanding

your press room facilities it will certainly be profitable for you to investigate for yourself the merits of this wonderful machine.

WALTER SCOTT & COMPANY

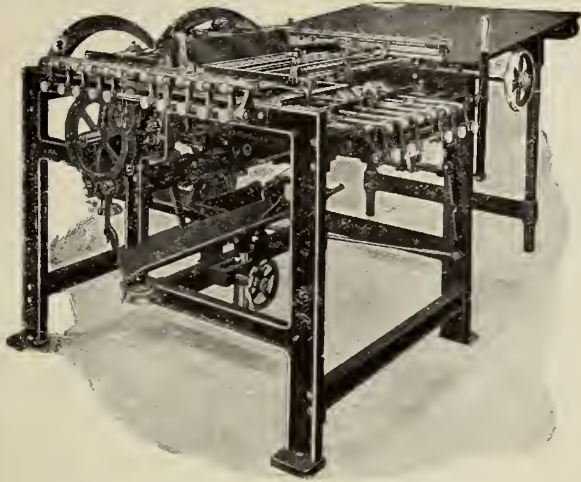
DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U.S.A.

NEW YORK OFFICE:
Brokaw Bldg., 1457 Broadway
at 42nd Street

CHICAGO OFFICE:
Monadnock Block

CABLE ADDRESS: WALTSCOTT, NEW YORK
CODES USED (5TH EDITION) AND OUR OWN



VISITING PRINTERS AND PUBLISHERS

When in Toronto at the C. P. A. drop around and see us. Many useful things in our warerooms at interesting prices. You may need some of them and all are labor savers.

H. J. LOGAN

Bookbinders and Printers Machinery

114 Adelaide Street West TORONTO

SOLE AGENT:—Brown Folding Machines, Latham "Monitor" Machines, National Book Sewing Machines.

The Great Superiority of **Blotting Paper** *as an advertising medium* *is accepted by all good* *advertisers.*

Your product can be illustrated to the minutest detail and in a manner striking to the eye and pleasing to the taste. A blotter can be distributed at the lowest possible cost, packed in your goods or inserted in letters and statements without extra cost for postage.

You can make a 100 per cent. efficient stroke with Blotters.

Mr. Printer, Talk these Brands to Your Customer:—"Standard," "Sterling," "Super Plate," "Defender Enamel."

MADE AND GUARANTEED BY

Standard Paper Mfg. Co.

Richmond, Va., U.S.A.

WHY NOT HOMESPUN

IF HOMESPUN will better the job you're planning, why not use it? It may save you money—another good reason for considering it. HOMESPUN is a light weight cover. It isn't suitable for every job, but it might exactly fit one of the jobs you now have under way.

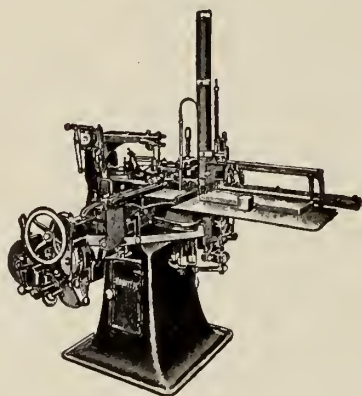
Will you consider it? HOMESPUN covers are made in two weights—20x25-50 and 20x25-30 pounds, and in six neutral shades that lend themselves readily to many color variations.

Any representative will submit free samples or we will send them to you direct.

Niagara Paper Mills

LOCKPORT, N.Y.

The PRINTING BUSINESS *is at* THE TURNING POINT



After years of struggling to reduce the loss in the composing-room, the printer is now offered the opportunity to put it at once on a profit-making basis by installing the Monotype Non-Distribution System, which will cut out all non-productive time and keep all the compositors all the time on productive work, building up type into salable jobs.

Non-Distribution makes the work of the compositor more pleasant by taking out the disagreeable part—distribution, sort hunting, and pi—and giving him an abundance of material with which to build his ideals into type forms.

Non-Distribution will repay the investment in less than two years, and keep right on giving profits for many years to come.

Will you stay in the rut or turn to the new and profitable way?

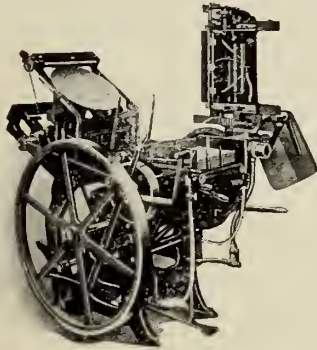
LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA

NEW YORK, World Building
BOSTON, Wentworth Building

CHICAGO, Plymouth Building
TORONTO, Lumsden Building

Miller Platen Press Feeders

will double the output of any 10 x 15 C. & P. press and materially reduce the operating expense.



The Miller Feeder will handle any weight of stock from onion skin to heavy cardboard and from calling card size to a 10x15 sheet with perfect register assured.

Accessibility of platen, with feeder up, is shown in illustration.

Automatically throws off impression in absence of sheet and restores impression upon feeding sheet.

Slip-sheeting accomplished with ease.

Toronto Type Foundry Co., Limited
70 York Street Toronto, Canada

*Exclusive Dominion Selling Agents
for Miller Platen Press Feeders*

2 Books You Need

LYDIATT'S BOOK

"What's What in Canadian Advertising"

Over 300 pages of handy data necessary to any man who wants to sell advertising intelligently. Facts that advertisers want to know about the field you cover—ready-reference statistics showing trade, agricultural production, bank clearings, building activity, number autos and retailers, comparative earnings different provinces—literally thousands of up-to-date facts that interest advertisers. Also complete list of agencies and the accounts they place in Canada (names of nearly 2,000 advertisers).

"Would not be without it for many times its cost," says one publisher.

Leather-bound, pocket size, \$2 a copy.

WHO'S WHO

In Canadian Advertising

The most complete and most accurate list yet compiled of firms advertising in Canadian publications, with particulars as to article advertised, mediums used, name of advertising manager and the Agency (if any) placing the contracts. Includes an index to over 500 trade-marks, enabling you to locate the source of advertising, other than local, appearing in Canadian mediums. Also contains the most complete list of Agencies and their accounts ever published. The first and only guide to those who buy for those who sell advertising. "Absolutely essential to every space-seller," says Printer and Publisher.

253 pages, pocket size, leather-bound, \$5.00 a copy.

Sent Postpaid on receipt of the price by

W. A. LYDIATT, *Publisher* 53 Yonge Street
TORONTO



Successful Printing Calls for Good Platework

Put your plate problems before us and let us prove beyond doubt that

RELIANCE PLATES

will give you unstinted satisfaction and put your printing prestige on a much higher plane.

We make plates that guarantee good results, Bright, Clean, Snappy, the kind you've always wanted—the kind your customers look for.

Call Adelaide 4094 or write us at 143 University Ave., and let us demonstrate the splendid superiority of Reliance Plate Work. Do it to-day and leave plate problems to the other fellow.

RELIANCE ENGRAVING

COMPANY
Photo Engravers
(General)
Photographers
143 UNIVERSITY AVE.
DESIGNERS
AND
ILLUSTRATORS
PHONE, ADELAIDE 4094



INTERTYPE

"The Better Machine"



Better *because* it is simpler;

Better *because* it is standardized;

Better *because* it is built for sale on a quality basis—every buyer a believer—every user a booster.

Send for literature about the INTERTYPE Side Magazine—a standardized unit, applicable to all models of Standardized INTERTYPES.

INTERTYPE CORPORATION

Terminal Building - - - BROOKLYN, N.Y.

Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record
Earnscliffe Linen Bond
Standard Pure Linen
Colonial Bond
Canada

Canadian Linen Bond
Empire Linen Bond
Crown Linen

Mount Royal Bond
Donnacona
Columbia

Rolland Parchment

Envelopes to match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

CATALOGS BOUND IN HOLLISTON CLOTH MAKE THE BIGGEST SALES



Books Bound in HOLLISTON are
"Bound to Wear"

These and other well-known catalogs, models of beauty and service, and built to withstand the hard wear and tear of every-day use, are bound in HOLLISTON BOOK CLOTH. There is a HOLLISTON cloth that will put YOUR catalog in this class. Consult your printer and binder. Many of the most prominent Canadian Catalogs are bound in HOLLISTON CLOTH. Following are the names of six taken at random:—

James Robertson Co., Limited
Miller-Morse Hardware Co.
Standard Ideal Co., Limited
Canadian Consolidated Rubber Co.
James Morrison Brass Mfg. Co.
Wood, Vallance Co. LIMITED

In the interest of Better Bound Catalogs we invite you to send for SAMPLE BOOKS of "HOLLISTON CATALOG CLOTHS."

QUICK DELIVERY—

is often of vital importance to you! This is where HOLLISTON SERVICE is a great help, as not only do we carry large stocks in our TORONTO warehouse—the mill also has large reserve stocks—both at their NEW YORK warehouse and at the mill, NORWOOD, MASS., so that you are assured of prompt shipment of all orders.

In the HOLLISTON LINE you are sure to find bindings exactly suited to your particular requirements. Whether for Catalogs or any other class of binding, there is always a fitting and satisfactory fabric at your disposal.

Have you got the new sample Box showing complete Line?

THE WILSON-MUNROE CO., LIMITED

Sole Canadian Agents for Holliston Cloths

TORONTO, ONTARIO

The Price of Printers' Rollers Going Up Again

WE HATE TO TELL YOU THIS. We would much rather tell you that the prices of the ingredients of Printers' Rollers were going down. But we have no control in the matter. We must pay what the manufacturers ask. We kick, of course, but it does no good. Glycerine along with nitric acid makes the strongest of explosives, and 200,000 shells were used by the Canadians in one hour in one small section of the allied front in France. Over 4,000,000 pounds of European Glue annually is now available for American and Canadian consumption, consequently domestic Glue Manufacturers are swamped with orders, and are short of supply. Prices must continue to advance until this supply is again obtainable. You can save money if you order your summer rollers at once. Do so NOW. Don't hesitate. Save while saving is good.

MANTON'S ROLLERS ARE THE BEST

We Have Every Color In Printing and Litho Inks

Colors are scarce, some entirely unobtainable. You've been told that many times. And good colors are still not as plentiful as they were before the war. But some dyes are gradually being produced by American and British dye manufacturers. We bought heavily when we saw the storm coming, to the extent of having to lease other warehouse space for storage. Consequently we were in a position to render our customers real service which they highly appreciate. Inks advanced a little. Could not help it. But many of our lines have not advanced materially.

BLACK INKS JOB INKS NEWS INKS
INKS OF ALMOST EVERY COLOR

MANTON BROS.

105 Elizabeth Street

Toronto, Canada

ELECTROTYPES

made from Electros, Stereos, Woodcuts, Zincs, Half-Tones, Brass Stamps, Etc. Out-of-town orders shipped same day as received. Work and service unequalled. Our new scale of prices and answers to enquiries by return mail.

Toronto Electrotype & Stereotype Company, Limited

111 Adelaide Street West, Toronto

L. D. 'Phone
Adelaide 1638

TRAYTON BLABER,
Manager



We Carry a Complete Line of



MADE IN CANADA

PAPERS

ENVELOPES TO MATCH

Krypton Parchment

All Finishes

Royal Record

White Azure

Bell-Fast Bond

White Colors

Bell-Fast Ledger

White Azure Buff

Organdie Linen Finish

White Colors

Organdie Parchment Finish

White Colors

Genoa Bond

White

Genuine English Bible Paper

25x38—20

SAMPLE SHEETS ON APPLICATION

**The FRED. W. HALLS
PAPER CO., Limited**

Richmond and Duncan Streets

TORONTO

Telephones Adelaide 1028-1029

GOES Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas · Checks · Charters ·

Goes Corporation Record

also
Lithographed Calendar Pads

GOES LITHOGRAPHING CO. CHICAGO.
42-48 WEST 61ST STREET

· SAMPLES ON REQUEST ·

Samuel Jones & Co.

**PATENT NON-CURLING
GUMMED PAPER**

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables:
Noncurling

LONDON, ENG.

Code:
A.B.C. 5th

THE GUNS ARE UP!

WITH a view to further serving the Printing interests of Canada—so that they may get the very best results from our inks and others—and so that they may get the greatest possible production from their presses—to the extent at least of the elimination of their Roller troubles, we have “brought up” a battery of eight Roller Guns.

They are the most modern equipment possible and constitute the largest and best roller plant in the country.

We are in a position to make any roller for any press, large or small, and with this equipment can fill orders promptly.

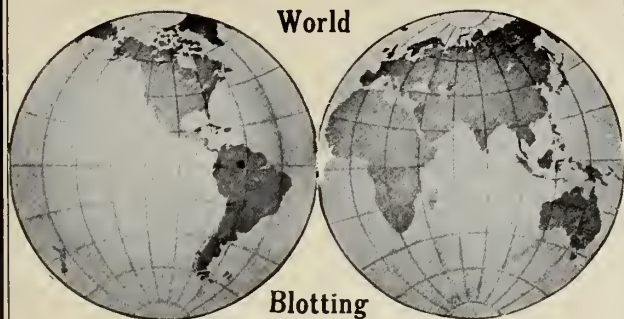
The man behind these guns is the best man at his business in Canada,—understands the printer's many Roller troubles and their solution.

Quality is to be our first consideration, with a fair price for the quality given.

**SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED
TORONTO**

MONTREAL

WINNIPEG



What kind of blotting do you use?

There is one kind you can confidently depend upon for really high-class results—

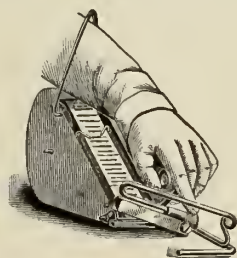
WORLD BLOTTING

Its splendid durability and smooth, firm finish make success certain. Printers prefer it for better class work. A leader for thirty years.

Our two cheaper grades, "HOLLYWOOD" and "RELIANCE," are unequalled at the price.

Samples on request.

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

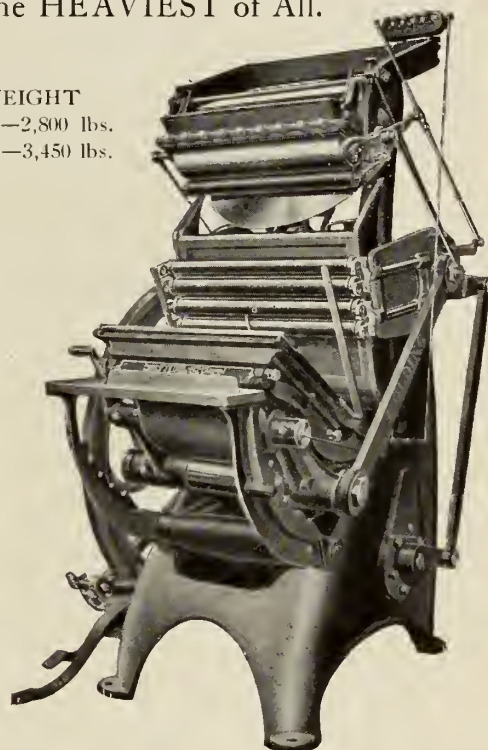
Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Compare the Weight of the Golding Art Jobber

With Other Heavy Types of Job Press and Note the Golding is the **HEAVIEST** of All.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression--the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

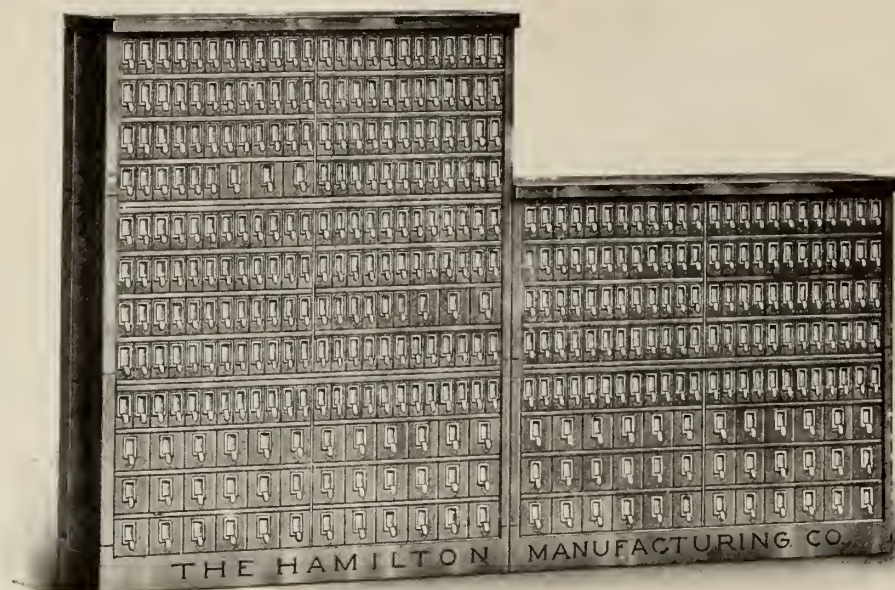
STRENGTH—DISTRIBUTION—SPEED—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for a copy of "A Catechism on the Golding Jobber."

Golding Manufacturing Company, Franklin, Mass.

Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.



SECTIONAL STEEL SORT CABINET No. 461

Machine Composition

presents new problems to the printer which must be met if the full benefit is to be secured from these modern type-making machines. Hamilton Equipment in wood and steel has kept pace in design with the requirements of these new composing-room tools. One very useful addition to plants of this kind is found in the Unit Sort Storage Cabinet illustrated. These units make possible the systematizing of type storage. They relegate to the past the old cigar-box method of hiding type where it could not be found when wanted.

We have just issued a new booklet entitled "Helps in Machine Composition" which every owner of Monotype, Intertype or Linotype Machines should have. It shows the way to more system and profit in such plants.

Send for your copy to-day.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Hamilton Equipments are Carried in Stock and sold by all prominent Type Founders and Dealers Everywhere

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited. }
 Toronto, 70 York St.
 Montreal, 345 Craig St. W.
 Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.
 Stephenson, Blake & Co., Toronto.
 George M. Stewart, Montreal.

American Type Founders Co., 175 McDermot Ave., Winnipeg.
 Miller & } Toronto, 7 Jordan St.
 Richard } Winnipeg, 123 Princess St.
 Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
 Anglo-Canadian Type & Printing Machinery Co., Ltd.
 corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Starting a New Weekly Publication in Canada

Many Men Want to Do It—Some Have Made a Beginning—Figure Studies of Costs, Circulation Possibilities, and Revenues — Lord Northcliffe's Experience

By JOHN C. KIRKWOOD

IN CANADA are some hundreds of intelligent men eager to become publishers. A large percentage of these would-be publishers want to start a national weekly; they yearn to fill Canada's lack.

The writer has met, during the past year at least, six men or groups of men eager to start a national weekly. Three of them are sane publishers, and know quite well just what is involved; and they are going slow. One group is made up of University men—professors, who want to start a magazine or weekly of the "high brow" type.

One man by adroit methods got himself before a wealthy banker half-disposed to finance a good publication. This man had a real dummy and prospectus, and was quite confident that he could get a circulation of 50,000 by spending \$2,500 on bill-board advertising! His prospectus figures were based on a 50,000 circulation.

Another group wants to start a national weekly and has a circulation of 100,000 in mind. These men had a prospectus—without figures; an outline of contents—that is, the character or nature of the proposed contents. They say that they have access to millions.

WHERE MOST WOULD-BES ARE VAGUE

Two things that the average would-be publisher treats very lightly are (1) the getting of the circulation; and (2) the getting of the desired and required advertising.

The writer has been doing a little figuring and a little thinking on this subject of starting a publication in Canada. Some basic figures are set forth in table "A."

STARTING A NEW PUBLICATION.

Table A—Showing the probable approximate cost of printing a monthly publication, 24 pages, 9" x 12", with 14 pages of advertising and 10 pages of reading matter.

	5,000 Edition	10,000 Edition	20,000 Edition	50,000 Edition	100,000 Edition
Printing cost per issue of a 24-page paper 9" x 12" (paper at 8c a lb.)	\$300	\$450	\$750	\$1,650	\$3,150
Rent, clerical help, incidentals	175	200	200	250	350
Editorial and managerial	150	200	250	400	500
Wrapping, addressing and mailing	25	50	100	250	500
Total	\$650	\$900	\$1,300	\$2,550	\$4,500
Cost per copy	13c	9c	6½c	5 1-10c	4½c

GETTING PAID FOR CIRCULATION

What price can be obtained per copy, gross and net? Perhaps no more than 5c. gross (\$2.50 a year). This will probably net to the publisher not more than 2½c.—this if the publication is issued weekly. If the publication be issued monthly, then probably 10c. per copy gross (\$1 a year) can be obtained, and 5c. net. In the figures in Table "A" a monthly issue is being assumed. If issued weekly, then the costs per issue will be less—about as set forth in Table "B."

Table B—Showing cost of a 24-page publication issued weekly.

Quantity	Edition Cost	Per Copy Cost
5,000	\$ 400	8 cents
10,000	600	6 "
20,000	1,000	5 "
50,000	2,100	4 1-18 "
100,000	3,900	3 9-10 "

THE REVENUES FROM ADVERTISING

Now let us examine the proposition as per the figures in Table "C."

Table C—Showing revenue publisher would obtain if he were paid 50% of sales price for every copy produced—a most improbable thing.

Quantity	When the Publisher nets 5c per copy, total receipts would be	When the Publisher nets 2½c per copy, total receipts would be
5,000	\$ 250	\$ 125
10,000	500	250
20,000	1,000	500
50,000	2,500	1,250
100,000	5,000	2,500

Contrast these net receipts with the costs of publishing as in Table "A," and note the deficits to be recovered, presumably from advertising. These deficits

(revenues from advertising) are set forth in Table "D."

Table D—Showing the deficits to be made up when the publisher gets 50% of sales price of his paper—something he does not usually get.

Quantity	Deficit to be made up when publication is monthly	Deficit to be made up when publication is weekly
5,000	\$450	\$ 275
10,000	400	350
20,000	300	500
50,000	50	850
100,000	*500	1,400

*Profit.

ADD 50% FOR THE COST OF SELLING

We shall assume that 60% of the publication will be given up to advertising, and 40% to reading matter; or say, 14 pages of advertising and 10 pages reading; and will suppose, further, that each page will carry 420 agate lines of advertising, or say, in round figures, 400 lines.

Then we have the figures as set forth in Table "E."

Table E—Showing the net amount per page and line, which a publisher would have to get in advertising revenue to equalize production losses. These net rates must be increased by half at least for agency commission and selling expense.

Quantity	The amount each advertising page must yield net when issued monthly	The amount each advertising page must yield net when issued weekly
5,000	Per page \$32.14	Per page \$ 19.64
10,000	Per line about 8c	Per line about 5c
20,000	28.57	7c
50,000	21.43	5c
100,000	3.57	1c
	100.00	100.00

These are net figures and will require to be advanced at least 50% to obtain the right selling price (allowing for agency commission, and general selling expense, including solicitor's remuneration).

In the figuring so far done, no provision is made for a profit on the venture, and it is being assumed that every copy produced finds a buyer. Also, the production costs are cut right down to the bone. This when small editions are produced. Also it is being assumed that little or nothing is to be paid contributors, only to regular editors. Again, if many illustrations are planned, nothing has been allowed for their cost.

The general point is that, under the

most favorable circumstances and conditions, the costs of publishing are terrifically high.

THE MEN WHO WANT TO START PUBLICATIONS

Usually the would-be publisher of a national weekly for Canada is a man of editorial leanings or experience, perhaps a long-haired visionary with a hunger for immortality, and a heart inflamed by altruism. He wafts hard figures aside as a thing immaterial. His confidence and enthusiasm are above arithmetic and business. And he goes to those with the money with the seer's rapture, and a high disdain for things practical. He has an immeasurable belief in himself and in the dear public whom he means to serve with manna. If he does get down to figures they are likely to be paper-figures, tremendously easy to set down and to make everything come out right.

Somehow or other men who want to start publications in Canada believe that 10,000 or 100,000 persons are itching to part with \$1 or \$2.50 or so to get in return 12 or 52 issues of a publication of a certain type. Because a few friends have endorsed—with words—the project of their fancy, these would-be publishers and editors jump to the easy conclusion that Canada overflows with individuals and families who will be instantly responsive to the appeal of a new publication of a certain type—the very kind of publication they mean to produce.

THE VERY NAMES ARE OFTEN WEIRD

Here one with some sound publishing experience becomes impatient. Even in the very names these would-be publishers would give their publications is seen evidence of futile minds. But let this pass.

Let us return to figures.

WHAT CIRCULATION WILL CANADA YIELD

Let us study circulation-getting in relation to Canada. We can assume that the readers of a new national weekly will be found mainly in towns and cities, and very little in rural communities; and we'll suppose, further, that to begin with no places of less than 1500 population can be counted on to produce subscribers, or buyers of single copies.

Let us now examine Canada's population from this point of view.

SOME SNAGS IN THE WAY

Table "F" has been prepared without reference to the language or character of the people. Quebec province is so overwhelmingly French-speaking that it can be counted on but very little to produce circulation for any national publication. Similarly in the other provinces of the Dominion is a very considerable element which does not speak English.

MARITIME PROVINCES NOT LIKELY TO GIVE MUCH

Again the Maritime Provinces cannot be relied upon equally with the West, because of the more conservative nature of the people there. They are not likely to be as responsive as will the public of Western Canada. They are great readers of local newspapers, those dwellers in the Maritime Provinces, but they are separated from Ontario and the West by Quebec Province in which the English language is not the rule. This wedge

of Quebec has its bearing on the circulation question.

THE PROBLEM OF WESTERN CANADA

In the Western Provinces, the population is diffused over an immense territory, which means that the contagion of closely-settled areas or communities is lacking. British Columbia presents its own problems.

Again, one must consider the character and occupation of the people in the various parts of Canada. The people of Ontario, vocationally and temperamentally, differ, speaking broadly, from those in both Eastern and Western Canada.

obviously it means that many communities must yield far in excess of the figures set down for them probably double.

We have two cities in Canada of over 500,000 population—Toronto and Montreal. Yet for circulation purposes Toronto is worth twice as much as Montreal because of the 66 2-3% French-speaking element in Montreal. It means, to have 100,000 circulation, that one must have at least 20,000 in Toronto, and 4,000 in Hamilton, Ottawa, and Winnipeg. These are very big figures, not likely to be reached until years of successful publishing have passed.

Table F—Showing the number and distribution of community centers in Canada having a population of 1,500 and over.

	Places 500,000	Places 100,000	Places 50,000	Places 20,000	Places 10,000	Places 5,000	Places 2,500	Places 1,500
P. E. Island	1	..	1	..
Nova Scotia	1	1	2	7	8	5
New Brunswick	1	..	1	2	5	6
Quebec	1	5	7	17	30
Ontario	1	2	1	..	15	22	42	48
Manitoba	1	2	2	1	3
Saskatchewan	1	2	1	3	..	6
Alberta	2	..	2	2	..	5
British Columbia	1	1	..	1	4	9	2
	2	4	8	3	30	49	83	105
Total number of community centers of over 1,500								284

Table G—Showing the number of subscribers community centers must yield to give circulations of 5,000-100,000—on the supposition that every centre gives its quota and ignoring the fact of language and temperamental obstacles. Figures in reality would have to be 50% more, more likely 100% more.

Community centres having	Of which there are in all	5,000	10,000	20,000	50,000	100,000
1,500 +	105	2	4	8	20	40
2,500 +	83	5	10	20	50	100
5,000 +	49	10	20	40	100	200
10,000 +	30	20	40	80	200	400
20,000 +	3	50	100	200	500	1,000
50,000 +	8	100	200	400	1,000	2,000
100,000 +	4	175	350	700	1,750	3,500
500,000 +	2	825	1,650	3,300	8,250	16,500

Table H—Showing page and line rates required on the assumption that nothing whatever is netted from circulation—a reasonable assumption.

Advertising Rates Necessary	When Circulation is 5,000	When Circulation is 10,000	When Circulation is 20,000	When Circulation is 50,000	When Circulation is 100,000
Monthly issue—					
Page	\$75	\$100	\$150	\$270	\$475
Line	20c	25c	37½c	70c	1.20
Weekly issue—					
Page	\$ 45	\$ 65	\$105	\$225	\$420
Line	12c	17c	27c	57c	1.05

Table J—Showing what advertising rates are necessary when the publisher obtains 50% of the sales price of his publication on 50% of the circulation—something few class publishers do.

Advertising Rate Would Require to be	When Edition is 5,000	When Edition is 10,000	When Edition is 20,000	When Edition is 50,000	When Edition is 100,000
Monthly Issue—					
Page	\$65	\$82	\$110	\$205	\$350
Line	17c	21c	28c	52c	87½c
Weekly Issue—					
Page	\$40	\$60	\$ 95	\$190	\$350
Line	10c	15c	24c	50c	87½c

Again Western Canada is separated from Ontario, in settlement, by a wedge of over 1,000 miles in width. In this territory the aggregate population is found in less than a half-dozen community centres.

CIRCULATION POSSIBILITIES ANALYZED

With these observations, let us look at the circulation possibilities as set forth in Table G.

This analysis of what individual communities must yield ignores language and temperamental barriers. It assumes that every community centre will produce equally, according to its population. Obviously this is too good to be true, and

Even on a modest 10,000 circulation basis, the problem becomes formidable, meaning, as it does, 2,000 in Toronto and 400 in Ottawa, Hamilton and Winnipeg—this on an average.

THE COST OF GETTING CIRCULATION

The cost of getting circulation is something that must be reckoned. In foregoing tables it has been assumed that the publisher will net 50% of the subscription or sale price. This is a most rosy assumption. In actual history the chances are that the publisher will not get a red cent, net, from his circulation for the first five years of his history—if he lasts that long!

Many publications—magazines, illus-

trated weeklies, and farm papers—which have been in existence for many years, to this day earn nothing from their circulation. The cost of getting and holding subscribers is equal to or greater than the subscription or sales price received.

So the would-be publisher and those backing him must reckon on absolutely nothing from circulation—this in their calculations.

THE GETTING OF ADVERTISING

Now in regard to advertising. It has been assumed in the foregoing that the publisher might receive 50% from his circulation, and the advertising rates arrived at, and as set forth in Table "E," are on this assumption; and as was pointed out, these rates are net, and will require to be advanced 50% to cover selling costs. But if nothing whatever be derived from circulation, and if advertising must bear the entire costs of publication, then it will be seen that the rates, as defined in the foregoing, will require to be at least those as set forth in Table "H."

PROHIBITIVE ADVERTISING RATES

The practical impossibility of obtaining rates of this magnitude must be apparent. And even granting that one receives pay for 50% of his circulation, at half the sales price per year or copy, it still leaves the advertising rate prohibitively high.

On the assumption that 50% of the circulation will yield but 50% of its selling price, the necessary advertising rates would require to be as set forth in Table "J."

GOOD MEN WOULD FALL DOWN

Let any man—the very best man—go out to sell a new publication at these rates, and he will find himself resisted to the point of almost complete defeat. For space-buyers to-day are becoming very wise and very canny, and they have no turbulent eagerness to get into a publication just beginning. They have a natural and proper preference for those publications which have "arrived," which have been solidly established in the public's favor. Even these old, reputable and successful publications have the hardest sort of time to get and keep their space sold. Let this fact have its influence with the would-be's in contemplating their probable—even certain—experience in launching a new publication in Canada.

If a publication "breaks even" after three years' history, it can count itself lucky in the extreme.

MISREADING THE PUBLIC

A rock on which many a new publishing venture has gone to pieces is an utter failure on the part of its promoters to read the public correctly. Perhaps every would-be publisher imagines that he knows what the public wants—this at the beginning. Probably after a bitter and costly experience, he and his backers will have a knowledge not wholly imaginary. If they have not discovered what the public wants, they are likely to have acquired good and plenty the knowledge that the public does not want what they imagined the public wanted.

The majority of would-be publishers start out from the base-line that the public want what they want to give the public. But the public has mulish qualities, and very often will not take what others crowd upon it.

LORD NORTHCLEFFE MAKES MISTAKES

Lord Northcliffe, astute and prescient man that he is, thought, when he started his *Daily Mirror*, that women wanted the paper he proceeded to provide. It cost him a cool million dollars to discover that women didn't want his daily women's paper. Thereupon he made the *Daily Mirror* a man's paper, and lo, it appealed to women! From the moment that Lord Northcliffe got on the right track with his *Daily Mirror*, it began to be a money-maker.

putting up his money by dream-men who don't like arithmetic, who don't and won't read the public aright, and who think that getting advertising and circulation is "easy."

In the meantime this contribution to the project of starting a new Canadian publication is offered for the consideration of those who have the ambition and purpose to challenge history and the grim monsters that lie in wait to devour the unwary and ignorant, and those without a Northcliffe's wealth.



Introductory page of a special section of the *Winnipeg Telegram* of date May 2. This issue contained many valuable special articles relating to Production, Winnipeg, and the West.

Lord Northcliffe has made errors of judgment with respect to the public and publishing half a hundred times in his career; but he has been able to stand the losses and still keep on. The publishing cemetery is thickly planted with graves in which lie buried reputations, judgments, careers, fortunes. Every grave is a sepulchre of Confidence.

CANADA WILL HAVE MORE PUBLICATIONS

It is possible to launch a successful—ultimately successful—publication in Canada; perhaps several such. Also, it is as certain as the coming day that Canada will have its national weeklies or weeklies of the sort which it now lacks and which many desire. Furthermore, it is probable that before the one to survive makes its appearance, many a man with some surplus thousands will have "a shot at it"—by his own will and desire, or because he has been cozened into

PUBLISHERS' DOINGS

The *Regina Leader* is running an Insurance page.

Baby Week was used profitably by the *Regina Leader*.

The *Chatham Daily Planet* has an Automobile Section.

The *Winnipeg Telegram* conducted an Anti-Waste Campaign.

The *Chatham Daily Planet* is running a Table Supply Directory page.

The *Victoria Daily Colonist* had a "Made-in-Victoria" week last month.

The *Sydney Daily Post* published a Clean-Up and Paint Up page last month.

The *London Advertiser* has a feature page for Earners, Savers and Investors.

The *St. Catharines Evening Journal* carries a 4-page pictorial supplement on Saturdays.

"Count the Periods" is the idea being used by the *Montreal Herald* as a readers' competition.

ried. Interesting letter-press accompanied the features. Another *Sun* feature is a Travel page.

The *Simcoe Reformer* produced an "In Memoriam" number in which the portraits of "Norfolk's Own" men, Heroes of Vimy Ridge, went to their death, and the portraits of those who "will wear honorable scars" were given. This was a fine thought and a commendable achievement.

The *Montreal Standard*, in its issues of May 5, 12, 19 and 26, contained a section entitled Review of Canadian Prosperity. Together they presented in detail Canada's development, resources and industrial strength. Real enterprise and great success marked the production of these issues.

The *Fort Francis Times*, of which C. D. Lang is editor and manager, put it up squarely to its constituency in a recent issue that it should have greater practical support—this in the matter of local advertising and job printing. Several other local weekly newspapers have likewise been calling on their local merchants to "come across" with business for loyalty's sake.

On May 5th the *Kingston British Whig* published 73.17 columns of paid advertising, not including liquor advertising, exchange hotel or government advertising. The increase of the *Whig* over that date over the corresponding date of a year ago was 12 per cent. The net circulation for the day was 5,947, as against 5,413 for 1916, an increase of 534

Dominion Corn Flakes. The *Sun's* service department circularized all the grocers twice, and the day before the judging was made, called them on the 'phone to see if they were ready. The display of goods was arranged to be on all week, from May 14th to May 19th, and the

stone merits the many praises and felicitations that the press of Canada have bestowed on his paper and his special number. One of the contributors is "K.C.B." of the *New York American*, a former Orillian. "K.C.B."—Kenneth C. Beaton—has made a big name for him-

All These Firms Employ Union Men

E. T. Barker
M. Beranbaum
H. Blumson
J. T. Booth
H. Brown
C. A. Colby
T. W. Conlan
M. E. Conlan
W. J. Corin
Cross & Bissley
G. W. Doxsee
T. Eaton Co.
F. B. Fowler
M. W. Fountain
W. P. Graham & Co.
A. Griffin
E. Hoffmann
W. H. Hiett
E. P. Hinson
R. G. Johnston
J. W. Knott & Son
S. Kellerman
Linington, Connell Co.
London Bros.
Wm. H. McMullin
Murray-Kay Co.
Palmer & Elliott
Frederick Palmer
W. L. Palmer
Robinson Bros.
F. Skidmore
F. W. Steane
J. S. Stockdale

These Firms Give Better Service in Painting, Paperhanging, Decorating

At the side of this advertisement we publish a list of firms which do painting, decorating, paperhanging. They are firms to which you should give your business, because they can give you better service. They are reliable concerns. They employ competent men. They execute their work with promptness, thoroughness, satisfaction.

They Employ Competent Men--UNION MEN

Each firm whose name appears in this list employs men who hold a trade union membership card. Thus, their workmen are competent—skilled in their craft. It is the work of the union to see that all their members have served years at this trade. Because these firms recognize the trade union principle, they have the pick of the best workmen. Their close harmony with this organization is a mark of the standards they have set for their work. With good workmanship go good materials.

They Can Execute Work at Once

You will find no difficulty in having your work promptly taken in hand by any one of these firms. They have no labor handicap. They are independent concerns—unconnected with any combine. In recognizing the men's right to a trade union organization these employers have won the good spirit of their workmen. The men show their appreciation in the better quality of their work. You will do well to have your painting, paper-hanging and decorating handled by one of these "union-labor" firms.

W. STOCKDALE,
(Business Agent)

Brotherhood of Painters

Addresses Will Be
Supplied on Request
Phone M. 1839

This co-operative advertisement appeared in Toronto newspapers. It suggests an idea that publishers in other cities may be able to develop into business for their newspapers.

judging was done on Thursday, May 17th.

A "Silver Jubilee Edition" was issued by the *Windsor Evening Record* to commemorate the Twenty-fifth Anniversary of Windsor becoming a city. This publication of 96 pages was issued entirely by the *Record's* own staff without any outside help in mechanical or advertising department. Fifteen thousand copies were printed, and to give one an idea of the magnitude of this publication it has been figured out that if each paper was spread out lengthwise it would cover a path 33½ inches wide by 522 miles long. The advertising was all local except that in the regular daily section and totaled up to 8,869 inches.

The *Orillia Times* published on May 3 a 20-page special number to commemorate the 50th year of its existence. Each of two sections contained 10 pages, and one was devoted entirely to history—past and present—connected with Orillia and the *Times*. PRINTER AND PUBLISHER will have more to say next month about this memorial number. In the meantime it is to be said that the edition shows very careful preparation, and the special matter has been finely handled. Many illustrations some of them of very great interest, were used. Manager H. T. Black-

self in the *American* newspaper world. He writes of his boyhood in Orillia. Other contributors and contributions of note are: "Fifty Years of Journalism in Orillia"; C. H. Hale, editor of the *Orillia Packet*; M. B. Tudhope, J. P. Downey, Robert Curran, "Some Pioneer Citizens," by Frank Kean. Several Orillia citizens and women contributed special articles. Altogether the issue is one deserving the highest praise.

The *Chronicle*, Halifax, announces that it will publish at a near date a shipbuilding number of the *Morning Chronicle*.

MacLean's Magazine, Toronto, will publish a Confederation Jubilee Number in July. The edition will be at least 45,000 copies.

Following the disappearance of the *Montreal Daily News*, the *Mail* has taken over the country subscribers of the late paper, giving it a net paid circulation of 30,000.

The *Ottawa Farm Journal* published on June 1st a "Labor-Saving" number. This issue contained numerous articles on modern labor-saving equipment for the farm and farm home.

The *Winnipeg Western Home Monthly's* July issue will be a special Confederation issue. Leading authorities will contribute articles on Industry, Commerce, Agriculture, Political Development, etc.

MAINTAIN ALL THE ENGLISH-SPEAKING PEOPLE OF QUEBEC, WHICH INCLUDES MANY OF THE BEST FRENCH-CANADIAN FAMILIES, READ THE TELEGRAPH BY CHOICE

QUEBEC TELEGRAPH

Quebec's Only English Evening Newspaper
PUBLISHED BY J. S. STOCKDALE

PRINTED AT THE QUEBEC TELEGRAPH PRESS, 1010 RUELLE DE LA REINE, QUEBEC, P. Q.



THE BASIC PRINCIPLES OF REPRODUCTION BEING IN FULLY PAID FOR BY THE PUBLISHERS OF THE QUEBEC TELEGRAPH, THE PUBLISHERS OF THE WINDSOR EVENING RECORD, THE TELEGRAPH IS IN A POSITION TO OFFER THE BEST SERVICE TO ITS READERS.

Interesting and appealing page of a 4-page circular issued by the *Quebec Telegraph* to sell its advertising. Size of page in the original was 11½ x 14".

copies. The circulation figures quoted are as per those furnished to the A.B.C. of Chicago. These are not an extraordinary record, but merely representative.

The *Vancouver Daily Sun* has been giving a practical demonstration recently of its co-operation in promoting the interests of national advertisers. During one week the paper offered several cash prizes for the best dressed window in Vancouver and district, for Kellogg's Krumbles and

C.P.A. ANNUAL MEETING

THE attendance at this year's Annual Meeting of the C.P.A., to be held in Toronto June 14 and 15, gives every promise of being a large one.

The programme is embrasive of practically every phase of the publishing business. The questionnaire method used last year will be used this year. The programme in detail has not yet been released for publication, so PRINTER AND PUBLISHER is unable to give particulars—except in the matter of Editorial Night.

"The Press in the War" will be the general theme of Editorial Night on the evening of June 14.

The programme for Editorial Night is as follows:

"The Responsibility of the Press in Connection with the War," J. W. Dafoe, *Winnipeg Free Press*.

"The French-Canadian Viewpoint," Oswald Mayrand, *Montreal La Presse*.

"The Press and the War," Col. Hugh Clark, M.P., *Kincardine Review*.

"Some Inside History," John R. Rathom, *Providence Journal*.

During the evening there will be a presentation to Canadian Press Association, Inc., of a historic gavel.

JOHN R. RATHOM, editor of the *Providence Journal*, who will visit Toronto to speak at the Canadian Press Association meeting, will be given a civic reception, in view of his great services for the Empire and his exposures of German spies and their work, thus keeping the United States in the right line.

PRESS ASSOCIATIONS MEET

THE St. Clair County Press Association met at Sarnia last month. Representatives were present from Petrolia, Forest, Strathroy, Parkhill, Sarnia and other places. Arthur R. Alloway, assistant manager of the Canadian Press Association, Toronto, delivered an address and a discussion took place on the increased cost to the printing trade.

A MEETING of the Midland Press Association was held in Port Hope last month. Geo. H. Wilson, of the *Post*, Lindsay, presiding. The following officers were appointed: Hon. President, J. G. Keefer, *Registrar*, Norwood; J. H. Wilson, *Post*, Lindsay; President, C. A. Goodfellow, *Gazette*, Whitby, Vice-President, H. S. Keys, *Express*, Colborne; Sec.-Treas., D. D. C. Dawe, *Examiner*, Peterboro; Executive, J. J. Lee, *Gazette*, Fenelon Falls; M. W. G. Purser, *Times*, Port Hope; W. S. Given, *Reporter*, Millbrook; T. P. Lancaster, *Standard*, Havelock; J. W. Deyell, *Watchman Warder*, Lindsay. A. R. Alloway, of the Canadian Press Association, advocated increasing the subscription rate of weekly newspapers to \$1.50 per annum. The proposal met with favor from the members of the association and they decided to make it operative on Sept. 1st. J. O. Herity, of the *Ontario*, Belleville, delivered an address on efficiency.

PRESS CONGRESS POSTPONED

ANNOUNCEMENT is made by Dean Walter Williams that the Press Congress of the World, of which he is president, has because of the war conditions been postponed for one year. Postponement was made

by the executive committee after conference with Capt. John W. Niesigh, representative New South Wales Government.

The Congress was to have been held at Sydney, upon invitation of the New South Wales Government, in 1918. It will now assemble in Sydney, New South Wales, Australia, in April, 1919, as the guest of the Government of New South Wales.

A.N.A. MEETING

THE seventh semi-annual meeting of the Association of National Advertisers, held at the Hotel Statler in Detroit on May 31, June 1 and 2, was a notable meeting both from a sentimental and practical standpoint.

The sentiment lies in the fact that the A.N.A. was born in Detroit, and for the first time in the seven years of its life, it returned to its birthplace.

It was in June, 1910, that 16 advertising managers, all representing prominent national advertisers, assembled in

GOLDEN JUBILEE NUMBER

PRINTER AND PUBLISHER'S *July* issue will do its bit to celebrate the 50th anniversary of Confederation. Possibly no number of this paper during its quarter century history will be as interesting. To the printer and the publisher it will be a veritable mine; to those who are not of the *Art Preservative*, its contents will be read just as eagerly, and this is rare for a technical journal. Not a few of its articles will be written by those who have made history, or the facts supplied by worthy descendants of noble men. With pardonable pride, the press of Canada can point to the great part it has played to make this Dominion of Canada of 1917 the admired of the world.

Not the least interesting will be the report of the proceedings of the Canadian Press Association, the meeting of which will be held in Toronto, June 14-15. In short, this report will bring *Art Preservative* history up to date.

the city where "life is worth living," organized the association and elected E. St. Elmo Lewis, then advertising manager of the Burroughs Adding Machine Company, its first president. From this small beginning has grown the Association of National Advertisers, which to-day has a membership of 260 concerns, including a large majority of the leading national advertisers of the country, this membership representing an average of expenditure for advertising of \$90,000,000 a year.

One of the subjects which had a prominent place in the Detroit programme was legislation, state and national, present and proposed, as affecting advertising and advertising interests.

Another important subject was objectionable advertising.

A. B. C. MEETING

THE Audit Bureau of Circulations met at the Hotel La Salle, Chicago, on June 1.

A.A.C.W. CONVENTION

THE annual convention of the Associated Advertising Clubs of the World from June 3 to 7 was held at St. Louis.

John M. Imrie, manager of the Canadian Press Association, delivered an address on "Advertising Canada's Problems Successfully."

An interesting feature of the convention was the display of the famous Rae-maekers cartoons and the British War Posters lately shown at the New York Press Club. Some of the ideas are being utilized in New York in floating the Liberty Loan.

The slogan of the convention was "Advertising Lowers Cost of Distribution."

On the program, at the general session and at the big interdepartmentals, there were addresses by such men as Charles M. Schwab, Hugh Chalmers, John H. Patterson, H. J. Heinz, John N. Willys, George W. Coleman, Samuel C. Dobbs, Merle Sidener, W. L. Saunders, Louis K. Liggett, Thomas E. Wilson, Louis W. Hill, G. H. Powel, William Woodhead, etc.

The big entertainment feature was the presentation of the opera "Aida." This was held at Forest Park, in St. Louis, in a new outdoor municipal theatre which represents an investment not far from \$25,000. It will seat more than 9,000 people.

I.C.M.A. MEETINGS

THE nineteenth annual convention of the International Circulation Managers Association, scheduled to be held at Atlanta, Ga., June 12, 13 and 14, has been indefinitely postponed by the board of directors on account of the war.

A.C.A. INCORPORATED

THE Association of Canadian Advertisers recently received incorporation at Toronto with the following as provisional directors of the corporation: Wm. M. Mackay, Geo. H. Campbell, Henry E. Mihell, Benjamin H. Bramble, Clifford Elvins, Allan C. Iler, Wm. A. Lydiatt, Joseph R. Kirkpatrick, Harry H. Morris.

RECRUIT ADVERTISING

A RETURN tabled in the Commons shows that up to the end of March last the total amount spent in advertising for recruits was \$26,571. Of this amount, \$18,566 was spent in Ontario, \$3,996 in Quebec, \$1,178 in Nova Scotia, \$1,235 in New Brunswick, \$999 in Prince Edward Island, \$322 in Alberta, \$244 in British Columbia, \$621 in Manitoba, and only \$6 in Saskatchewan.

THE N. E. A. CONVENTION

ARRANGEMENTS are in course of completion for the holding of the annual convention of the National Editorial Association at Minneapolis, July 9th to 12th. There will be six business sessions interspersed with a program of entertainment. On the evening of the 13th of July a special train will leave Minneapolis for a tour over the Northern Pacific Railroad. St. Paul will be reached on the morning of the 26th of July. The itinerary as at present mapped out will cover a distance of over 3,000 miles and is regarded as one of the greatest outings ever offered to the publishers of America from every viewpoint.

IT HAS been stated that the Commonwealth of Australia is in the market for 40,000 tons of Canadian newsprint, for which it is willing to pay practically any price.

Many Printers are Poor Estimators—Two Good Estimating Forms—How One of Them Can Be Improved—Big Men Do Not Scorn Efficiency Methods

The average master printer feels himself thoroughly competent to do estimating, and to do it right, and many pride themselves on the celerity with which they can provide the customer with an estimate. And a good many who make their estimates on the 100-yards-in-9-4-5-seconds plan find on checking up costs later on, when the job is done, that they "forgot something."

The average man is a vain individual—thinks most highly of himself, believes himself to be an exceptional man. Perhaps this is a good way for a man to regard himself, but it is often—very often—the pride that goes before a fall, the haughty spirit that precedes destruction. Far safer is it for the average man to see himself as others see him, for thus will he walk more warily, and, therefore, more safely. Which means that it will probably be very profitable for the average master printer to feel less “cocky” about his ability as a lightning calculator when it comes to making estimates, and pursue the less brilliant and humdrum method of using a carefully-prepared estimating form—one that is comprehensive of all costs and operations.

PRINTER AND PUBLISHER is reproducing two very commendable estimating forms, one used by the Toronto Graphic Arts Board of Trade, the other a form pre-

The *Witness* estimating form is to be highly commended on its completeness and simplicity. It covers the ground very similarly to Toronto Graphic Arts estimate form, except that it is a little different in arrangement. In one respect it is even more to be commended than Graphic Arts form in that different operations of bindery are more

The *Montreal Witness* estimating form. Very much to be commended, but see critical comments in the accompanying article.

To this comment PRINTER AND PUBLISHER feels like adding this suggestion: The estimating blank prepared by Mr. Wilson would be better if it were larger.

The original is 8¼ x 11. This is too small for the amount of matter to be recorded on the sheet. The lines are too close together, so compelling small writing. It will be found in practical operation that a sheet of much more generous dimensions will be much better liked, and probably much more satisfactory. The

Also, it is recommended that there should be a third extension column—this to provide for the contingency of being required to quote separately for extra thousands.

The extra lines which it is suggested should be allowed in Mr. Wilson's form, for percentage additions, occur in con-

always the little man—usually the non-successful man—who “knocks” efficiency methods; it is never the big man. Usually there is relationship between littleness and scorn.

GOTHAM

NEW YORK is seldom thought of as a manufacturing city, yet the average city or town which boasts of its manufactories is silenced by census figures that have recently been made public. The value of manufactured products in New York City amounted in 1914 to more than two and a quarter billions.

The greatest industry of the city is that of the manufacturing of clothing, and next to it comes printing and publishing, with products valued at two hundred and fifteen millions. Here are a few facts in tabular form:

	Establishments	Products
Printing and publishing ...	3,185	\$215,571,000
Photo-engraving	65	3,766,000
Printing materials	20	698,000
Electrotyping, etc.	37	2,508,000
Printing ink	23	6,113,000

“PRINTER AND PUBLISHER” GETS CREDIT

AS A matter of interest to yourselves and the printing trade in general, we have much pleasure in advising you that we have to-day received a bill of lading for a car of printers' scrap paper which Messrs. Smith, Davidson & Wright, Ltd., of Vancouver are shipping us to Toronto.

Your magazine has always taken an interest in obtaining for printers, especially country printers, larger returns for their by-products in the shape of waste paper, and you will no doubt be glad to see this shipment coming along as an evidence both of the effectiveness of your campaign, and also as an evidence of the wideawakeness of Western Printers.

E. PULLAN.

Toronto, May 31, 1917.

PRINTING FIRM WINS SUIT

THE T. H. Best Printing Co., Limited, were awarded \$364.28 and costs of an action against M. J. Henry arising out of the suit of the plaintiffs to recover \$485.73 alleged due on a printing contract. The judge dismissed the counterclaim for \$1,103 alleged due on a shortage of and mis-delivered books.

ESTIMATING

AN AMERICAN master printer tells his colleagues a good story about estimating. He says: “I heard something new in the line of an excuse for making a low estimate the other day, which I thought would interest you—to the effect that a certain party, in estimating, if he knew that the customer for whose requirements he was estimating was not very well rated, and whose credit was a little shaky, that a low quotation was submitted, so that in case he received the work and if the customer went to the bad, he would not lose as much as if he had got a good price. This is a new excuse to me, and I thought it would interest the trade.

GEORGE BERNARD SHAW SAYS:

TEA, coffee and cigarettes produce conversation; Lager beer and pipes produce routine journalism; wine and gallantry produce brilliant journalism, essays and novels; brandy and cigars produce violent, devotional or erratic poetry; morphia produces tragic exaltation (useful on the stage); and sobriety produces an average curate's sermon.

JOHN DOUGALL & SON, PROPRIETORS

ESTIMATE FROM

The Witness Press

WITNESS BLOCK 226 CRAIG STREET WEST

PROMPT and REASONABLE

Montreal, 191

Equipped for the Largest and Finest Work

The following quotation is based on present price of paper, and is subject to any change in price between this date and date of acceptance.

THIS ESTIMATE has been prepared in accordance with the specifications furnished and copy shown by you and is approximately correct for those conditions. Any change of specifications or of copy will affect the price.

THIS ESTIMATE does not contain any allowance for making changes after the copy is set in type; therefore any alterations or changes made in proof will be charged for extra, according to amount of time required to make them.

THIS ESTIMATE (owing to constant fluctuation in price of paper stock) is for IMMEDIATE acceptance.

All orders are contingent upon strikes, accidents, fire or other delay unavoidable and beyond our control. Cancellation of orders cannot be accepted after materials for the job have been ordered or the work started. Overrun to the extent of 10 per cent. of quantity ordered to be paid for pro rata. Delivery of not less than 90 per cent. of quantity ordered to be regarded as a complete delivery, such shortage to be deducted from the total price. All engravings, drawings, and electrotype remain our property, unless specially ordered by customer, and paid for extra by him.

This is the heading of quotation or estimate sheet used by the Witness Press, Montreal. Original in black and red, the red portions emphasizing points and particulars of importance to the customer to note. An estimate quotation sheet after this pattern is to be recommended to all printers.

cost of using a larger sheet is negligible since in a whole year the number of sheets used will not amount to a very heavy sum.

In this regard, namely, spaciousness, the sheet used by the Toronto Graphic Board of Trade is better than Mr. Wilson's form.

In the form used by the Toronto Graphic Arts Board of Trade the Preparation items are separated, by arrangement, from the items of variation. In Mr. Wilson's form, these Preparation items are grouped at the top, and provision is made in the price-extension columns for their separate addition. An extra line space or two here is to be recommended—to prevent crowding.

nection with the divisions or sections of Outwork, Stock and Ink.

It will be noticed that in the left margin of Mr. Wilson's form he has made provision for percentage additions and quotation for extra thousands, but it were better to have provision made, as well if not alternatively in the body of the detailed calculation sheet.

PRINTER AND PUBLISHER trusts that many printers in a small way of business—those making up 95 per cent. of those engaged in the printing business—will decide to prepare for themselves proper estimating forms after the manner of those illustrated; and commends to those who are scornful of good, better and best ways of doing things this reflection: it is

Form with multiple columns and rows for estimating, including sections for PREPARATION, FIRM SUBMITTING ESTIMATE, QUANTITIES, QUOTATIONS, and PRICE.

The detail estimate form used by the Toronto Graphic Arts Board of Trade. A very clear form. See accompanying article.

Cleaning Out the Fake Subscription Solicitors

Some Good Results of J. L. Middleton's Appeal in the February Issue of "Printer and Publisher" Under the Heading, "Mad Circulation Methods in the Farm Press Field"

IN the February issue of *PRINTER AND PUBLISHER* was a contribution on the subject of "Mad Circulation Methods in the Farm Press Field," from the pen of J. L. Middleton, circulation manager of the publications of E. H. Heath Co., Winnipeg, publishing *The Canadian Thresherman and Farmer* and *Motor in Canada*.

Mr. Middleton's object was to interest other farm paper publishers to a point that they would join with his paper in establishing clean, above-board and approved methods of obtaining and holding circulation, and to drive out the "fakir" and the objectionable circulation-getting schemes which had taken possession of Western Canada in particular. Mr. Middleton desired the views and support of brother publishers, and these were forthcoming to a most satisfactory extent. Some of the letters and views received by *PRINTER AND PUBLISHER* in response to the appeal obtained in Mr. Middleton's article are herewith given. They are valuable and notable as being clear-cut and high-standards declarations of policy, practice and desires.

Mr. Middleton, writing to *PRINTER AND PUBLISHER*, says:

The article which appeared in your February number certainly brought matters to a head. In fact, we had an enthusiastic meeting of the farm publications here, when several important matters were broached, and drastic changes will be made all along the line very shortly.

Another meeting is to be held, when the Western Farm Papers Association will take tangible form, and co-operation with the Eastern publishers will be assured.

The article certainly created a stir, and I am looking forward to the circulation departments being placed on a scientific and proper business basis within the next two or three months.

Thanking you for your splendid co-operation, and assuring you that the E. H. Heath Company and myself appreciate what you have done in helping to clean up the circulation problem.

J. L. MIDDLETON.

PRINTER AND PUBLISHER rejoices in the knowledge that it has had some part in advancing a movement of such fine objectives.

GET RID OF THE FAKIR

THE one noxious weed of the farm press field is the "strong-arm" fakir who hoodwinks the public into subscribing for a paper through the use of worthless premiums in the form of pens, pencils, razors, books, cards, and by the unceasing chatter of a glib tongue and in overworking of the confidential manner. While the weed is noxious it is not necessarily perennial, although it would seem so from the experience of the past few years.

The fakir is not to blame. His weakness is "doing people" and selecting "easy marks." The real blame must be placed on the publishers who employ such men and such methods. Because advertisers in the United States forced a certain class of farm papers to get larger cir-

culatation, and the publishers of these papers, in a mad rush for new names, employed clever crooks and gave them 100 per cent. (and often ten per cent. added) for all new subscribers whose names were sent in by them, is no reason why the Canadian publishers of farm papers should stoop to such unseemly and unbusinesslike methods.

WITHHOLD POSTAGE PRIVILEGES

To my mind the best way to put a stop to the practice would be for our Government to withhold postal privileges from all publishers whose papers are circulated on such a basis, as well as from those papers which allow their agents to give away trashy premiums in order to obtain subscriptions (practically selling the premium and giving the paper away), and this should be followed up by legislation enacting that every publisher must be able to give positive evidence that cash subscription receipts amounting to at least seventy per cent. of the advertised subscription price for the total circulation of the publication are paid each year, otherwise postal privileges would be withheld. This would effect a tremendous saving in expense to the Government for carrying of fraudulent publications through the mails. It would eliminate the fakir through his employer.

Conditions are such at the present time that an honest, straightforward canvasser doing a legitimate business for a paper working on a straight business basis soon tires of his task. He doesn't care to be associated with the class of canvasser employed by less particular publications in the same field. The whole standard of subscription work and canvassing has been lowered and degraded by these publishers and the men they employ.

QUALITY COUNTS

And how foolish it all is! The advertiser knows that quality counts. Quantity is not everything. He knows also that the man who subscribes for a sheet simply to get a pen, pencil, a hoop-iron razor, or a book he will never read, is not the man he wants to reach, and is not the man who buys his goods. The paper with the stated price, with subscribers of many years' standing, and operating on straightforward principles—the paper which gives the subscribers value between its covers—is the one which brings sales to the advertiser, and it is sales that count. Circulation does not mean inquiries; inquiries do not mean sales; but sales mean business and they are made through advertising in papers which are deemed worth while by the people who pay the full subscription price for them year after year.

STOP THE FAKIR

I say stop the fakir. He is a nuisance to the general public; he represents the dregs of society; he brings shame and degradation to the publications he repre-

sents, and to a certain extent drags down the entire press. I said before he should not be a perennial nuisance. He can be stopped, but only through the publishers, and if they will not voluntarily put an end to such nefarious methods, then the Government should step in and withhold the privileges of the mails as previously outlined.

Furthermore, the public should insist upon getting receipts on the printed forms furnished bona fide representatives of papers, and these receipts should state clearly the amount of money paid, the length of time subscribed for, and the names of both subscriber and canvasser clearly and legibly written. Certain gangs of canvassers call themselves by some fake agency name and give worthless receipts not naming the paper or the length of time subscribed for. Until something is done to stop the fakir, publishers and the general public must be on their guard.

JOHN WELD,

Manager *The Farmer's Advocate*,
London, Ont.

THE FAKIR IN THE MARITIME PROVINCES

BAD circulation methods in the farm press field" is a subject which should engage the attention of every farm paper publisher in Canada. Through the work of the managements of some farm papers in Canada, the whole farm press has been brought more or less, into disrepute. Two years ago I took the liberty of writing the different farm papers in Canada, and suggested that we should meet and form an association for the advancement of the Canadian farm press. Our first meeting was held in Toronto, September, 1915, and since then I believe that we have done something to attain the objects of our association. But we have not been able to interest the farm press as a whole. That this is so, is unfortunate. The farm press of Canada, if properly organized, could absolutely put the fake "farm paper" out of business, and place all such concerns, employing fakirs as circulation representatives, beyond the pale.

The first question we tackled, after the formation of the Associated Farm Journals of Canada, was the employment of fakirs. We all agreed on the spot to stop the practice. The next objection was to the use of premiums. Again we all agreed to use articles the cost of which should not exceed a nominal sum. Several publishers absolutely opposed premiums of any kind. Then we agreed to collect full subscription rates, with a rebate of not more than 25 per cent. on farmers' clubs.

At the Halifax exhibition, a fakir operating for another farm paper, told his prospective subscribers that the *Maritime Farmer* would be taken over by the other paper in January, 1917, and there-

fore it was in their interests to take his paper. Our representative captured Mr. Fakir, exposed his methods and we reported him to his employers. He was suspended for a time, but later we were informed that the management of the paper had restored him to favor.

However, the *Maritime Farmer* took the trouble to write every exhibition manager in the Maritime Provinces, following this exposé, and suggested that hereafter no newspaper circulation canvasser be allowed on the grounds, without special permit, and prohibiting the carrying on of his business, except from a booth allotted to him for that purpose. That system of controlling circulation fakirs has been adopted in the United States at some of the big fairs, with marked success. I would suggest that reputable farm papers in Canada insist that some such plan be inaugurated in Canada and strictly complied with.

I know that every latitude has been given the fakir in the past. Exhibitions have been his Meccas. In future the *Maritime Farmer* will undertake to look after Mr. Fakir and make it interesting for him in this part of Canada. The 1917 fairs, I will prophesy, will see few paper crooks operating East of Quebec. To that extent I pledge myself to co-operate with Mr. Middleton and those who think with him.

In conclusion, may I say that most publishers of farm papers are convinced that the day has gone by, when the public may be safely gold-bricked by every thug posing as a "circulation expert." To those who still continue to think different, decent farm paper publishers, should teach a lesson worth remembering. *Maritime Farmer* discontinued the use of premiums many moons ago. I was brought to the firm conviction, soon after taking over the management of the *Maritime Farmer*, that premiums were rather dangerous weapons in the hands of unscrupulous agents, and I am more convinced than ever that this was the correct view of the situation.

JAS. D. McKENNA,
Publisher The *Maritime Farmer*,
Sussex, N.B.

OTHER DECLARATIONS OF ATTITUDE

IN ADDITION to the foregoing statements are these others from publishers of farm papers.

H. B. Cowan, publisher of *Farm and Dairy*, Peterboro, writes:—

"If we cared to employ the class of agents which Mr. Middleton describes, and who are constantly applying to us for engagement, we could quickly run the circulation of *Farm and Dairy* up to 35,000 or 40,000. As we do not believe in that class of circulation however, we refuse to engage these agents.

"It would be well for advertisers to note that publishers could give them large circulations if they wanted this kind of circulation, and to bear in mind that large circulation does not necessarily mean quality, but the very reverse."

George F. Chipman, editor and manager of the *Grain Growers' Guide*, Winnipeg, says:—

"As for the *Grain Growers' Guide*, we do no clubbing whatever; we use no premiums whatever. We have never used

any of the questionable stunts which Mr. Middleton described. We have no hundred per cent. and bonus propositions and no guessing schemes. I think every method we use is legitimate, but I would not want to adopt any 'holier than thou' attitude."

Beyond these welcome statements it is to be said that several farm papers of Canada are members of, or have applied for membership in the Chicago Audit Bureau of Circulation, which fact is inherent testimony as to where they stand on the circulation methods question

THE ORIGIN OF ENVELOPES

ENVELOPES are generally supposed to be the invention of S. K. Brewer, a Brighton bookseller. He found himself overstocked with some small sheets of paper upon which it was difficult to write the address. For these he devised small envelopes and metal plates for cutting them to size and shape, and Brighton ladies signified their approval in the usual manner. That was in 1830, but they had to wait until 1840 and the establishment by Sir Rowland Hill of the penny post to make their use general. And it was Edward Hill, Rowland's brother, who patented in 1845 the first envelope machine.

RE-ISSUING £5 NOTES

THE Bank of England hitherto has never re-issued any note that has been returned to it, but in the interests of national economy this policy has now been reversed. The new plan meets with the approval of financial experts, as even in normal circumstances there must have been a colossal loss involved in the bank's former practice of never re-issuing a note, no matter how short the interval between its exit from Threadneedle Street and its return thither. As the notes are understood to cost at least 2½d. each, their cancellation after a single journey outside the historic portals was obviously a pretty expensive system.

THE KINGSTON BRITISH WHIG

THE *Kingston British Whig* is properly proud of the testimony to its power to sell books contained in the following letter from the (local) College Book Store: "It may interest you to know that through four days' advertising of 'Bairnsfather's Fragments from France,' which appeared exclusively in the *Whig*, 381 copies of this publication were sold by us from Wednesday noon to Saturday closing time."

The *British Whig* is one of Canada's most aggressive newspapers in the development of new and special advertising.

Your First Patriotic Duty is to—Buy a Liberty Bond



Official Bulletin

PUBLISHED DAILY UNDER ORDER OF THE PRESIDENT BY THE COMMITTEE ON PUBLIC INFORMATION
GEORGE CREEL, CHAIRMAN



Vol. I.

WASHINGTON, TUESDAY, MAY 22, 1917

No. 11.

SECRETARY OF NAVY EXPLAINS ACCIDENT ON THE "MONGOLIA"

Secretary of the Navy Daniels said last night: "This morning I gave out the distressing statement that two nurses, who were going to Europe, had been accidentally killed on the steamship *Mongolia* Sunday afternoon. That was all the information that had been received at that time. Today the *Mongolia* returned to New York to bring the bodies of Mrs. Edith Ayres and Miss Helen Burnett Wood, the two nurses who were killed, and the funeral particulars were learned from the officers at the New York Navy Yard who boarded the ship in the upper bay. The particulars of the fatal accident, which is deeply deplored, is thus furnished by the ordnance officer from New York:

"When about 100 miles to sea, in accordance with the usual procedure, guns were fired to test mounts, ammunition, and to practice the Navy crew in their use. The guns were of the 6-inch caliber for which the shell and powder are loaded separately into the gun. The powder charge is contained in a brass case and there held in place by a pasteboard wad, distance piece, and a brass mouth cap that fits closely, thus making a moisture-tight joint in order that the powder may always give the velocity and pressure intended. When the gun is fired this brass cap is propelled some distance, sometimes whole and sometimes in pieces, but always in front of the gun. Several nurses who were watching the firing were sitting on the promenade deck some 175 feet abaft and 10 feet above the gun. On the third shot the brass mouth cap struck the water peculiarly, boomeranged directly back to the ship, struck the stanchion near where the nurses were sitting, and broke. Its pieces instantly killed Mrs. Edith Ayres and Miss Helen Burnett Wood, of Chicago, Ill. The firing was stopped at once and the vessel returned to port to land the bodies."

"This method of sealing the cartridge cases has been used in the Navy for many years, certainly for 15 years or more, and that such an accident as this sad one could occur had not been even considered by ordnance experts."

"An investigation has been ordered and its findings will enable the department to fully ascertain the cause and provide the remedies to prevent a possible recurrence of the accident."

What a Liberty Bond Is.

A liberty loan bond is a solemn promise of the United States to pay at maturity the amount of the bond to the holder thereof and to pay interest semi-annually each year from the date of the issuance of the bond until it is fully and finally paid.

PRISONERS MAY TILL SOIL

Use of Paroled Convicts on Reclamation Lands Is Authorized

Acting Director Morris Bien, United States Reclamation Service, Department of the Interior, has sent the following to all field officers:

"It is the policy of some of the States to parole certain well-behaved convicts; that is, to permit them to leave the prison walls before the regular expiration of their sentence and to engage in outside employment for their own benefit, subject, however, at all times to the surveillance of the prison authorities and to re-imprisonment, in case the parole is broken."

On May 8, 1917, the department ruled that there is no objection to the employment on reclamation work of such paroled prisoners, the Executive order of May 18, 1908, forbidding the Government to employ State convicts undergoing sentences of imprisonment at hard labor, not being applicable.

"MORRIS BIEN."

GOVERNORS OF 15 STATES ADOPT LIBERTY LOAN SLOGAN

On May 11 Secretary of the Treasury McAdoo wrote to the governors of all the States in the Union requesting that they have stamped in red letters on the envelopes of all State departments the slogan "Your patriotic duty—Buy a liberty loan bond."

The following governors of States have already responded favorably to the suggestion:

Gunter, of Colorado.
Phillips, of Wisconsin.
Brumbaugh, of Pennsylvania.
Catts, of Florida.
Neville, of Nebraska.
Billo, of Mississippi.
Rye, of Tennessee.
Goodrich, of Indiana.
Hitchcock, of Connecticut.
Capper, of Kansas.
Beckman, of Rhode Island.
Frazier, of North Dakota.
Graham, of Vermont.
Brickell, of North Carolina.
Edge, of New Jersey.

The various departments of the National Government at Washington and the Federal boards, commissions, and committees and reserve banks are already using the slogan on their stationery.

MORE NAVY SHIP CONTRACTS ARE AWARDED TO BUILDERS

Secretary Daniels announces that the Navy Department had given out contracts or completed arrangements for practically the entire building program authorized with the exception of the three dreadnaughts and some auxiliary and minor vessels. Contracts have been awarded for the 38 800-ton submarines and for all the destroyers at present provided for by Congress, as well as for a considerable number of submarine chasers, the first of which was launched two weeks ago.

Arrangements have been made for the building of 24 combination seagoing tugs and mine sweepers of about 1,000 tons displacement, deliveries to begin in six months. Representatives of a number of large shipbuilding companies were in conference yesterday with Secretary of the Navy Daniels, Rear Admiral Griffin, Chief of the Bureau of Steam Engineering, and Rear Admiral Taylor, Chief of the Bureau of Construction and Repair, arranging the details.

Statement by Secretary.

After the conference, Secretary Daniels said:

"We have arranged for the building of 24 seagoing tugs and mine sweepers of about 1,000 tons displacement, deliveries to begin in six months. They will be built on the cost-and-percentage basis, at a profit to the builders of 10 per cent above cost."

"The firms and companies which will build these ships are not at present engaged on work for the Government, so that these contracts will not affect any other construction work of the Navy."

"We have also arranged for the building of the 38 800-ton submarines. The Electric Boat Co., New London, Conn., will build 24 and the Lake Torpedo Boat Co., Bridgeport, Conn., 14, on the basis of cost plus 10 per cent profit and 10 will be built at the navy yard at Portsmouth, N. H."

"The contracts for six destroyers have been awarded to the Newport News Shipbuilding Co., which completes the arrangements for the number of destroyers authorized."

Dreadnaught Contracts Not Let.

"We have now given contracts for the building of practically all the ships provided for in the building program except the three dreadnaughts and some auxiliary and minor vessels. Every effort is being made to speed up construction so as to insure completion as early as possible."

"Shipyards have had considerable difficulty in getting certain materials, especially steel, and in order to aid them

The new United States Government daily newspaper for the dissemination of public information. Copies are furnished without charge to newspapers, all post offices in the United States, public officials, and agencies of a public or semi-public character equipped for the dissemination of official news of the United States Government. The above illustration gives an idea of the appearance of the *Official Bulletin*. Page measures 9 x 11½. News print stock is used.

Commissioner Pringle Begins Newsprint Enquiry

Sittings at Ottawa, Calgary, and Vancouver—Book and Half-Tone Papers to be Investigated—\$2.50 Rate to be Continued—Warnings

THE newsprint troubles in Canada and the United States refuse to settle. In Canada, R. A. Pringle, K.C., the commissioner appointed by the Government to investigate the newsprint situation in Canada, was very active last month, and this activity will continue. Last month's sessions of enquiry were held at Ottawa and Calgary. Another session will be held in Vancouver (June 5) this month, and still another in Ottawa, June 19 and 20, at which the probability is that many Western publishers attending the C.P.A. annual meeting will remain East to attend.

THE OTTAWA SITTING

At the resumed sitting of the Canadian paper inquiry at Ottawa, on May 21, it was shown by the paper manufacturers that the cost of producing newsprint paper in Canada at the present time ranged from \$51 to \$78 per ton, or from \$2.55 to \$3.90 per 100 pounds. This was the only detail of the information submitted by the manufacturers, in response to the order of the Commission, which was given out. On the basis of this showing it was argued by J. R. Booth, the veteran Ottawa manufacturer; Geo. Chahoon, jr., president of the Laurentide Co.; J. A. Bothwell, manager of the Brompton Pulp & Paper Co., and counsel for the manufacturers, that the Commission should at once file an *interim* report, setting forth that the manufacturers were being forced to sell paper at less than cost and that an order should be made by the Government raising the price after June 1.

To this plea the Commissioner replied that he was not prepared to accept the statement of cost presented. This information had merely been received—not investigated—and until it had been examined he could not take upon himself the responsibility of accepting it. He promised, however, to discuss the situation with the Government, and gave out his impression that the 2½-cent rate would be continued for two or three months after June 1, when the present order expired.

During the course of the inquiry, Commissioner Pringle asked how the manufacturers squared their alleged cost price of from \$51 to \$78 a ton, with the finding of the Federal Trade Commission, which found the price in Canada to be \$28.50 per ton. George Chahoon, jr., replied that he regarded the finding of the Commission as more a political than a business one, while J. A. Bothwell pointed out that the Commission's figures were compiled at a time when the manufacturers had on hand a large supply of raw materials bought at low prices in 1915. Since then these were much higher in price.

INQUIRY'S SCOPE ENLARGED

The Commissioner announced that the scope of the inquiry had been enlarged to embrace the book and half-tone papers. It was intimated, however, that it would probably be some weeks before he could get round to a consideration of these items.

INVESTIGATING THE NEWSPAPERS

There was again some argument as to whether the business of the newspaper publishers should be investigated, with a view to seeing whether enough was being charged for subscriptions and advertising. Counsel for the Government contended that this was superfluous, as, if exorbitant prices were being charged for paper, it was unnecessary to prosecute the inquiry further. Counsel for the manufacturers, however, took strong ground on this point, and argued that the matter was vital to the question.

The Commissioner was inclined to agree with the latter view, and he intimated that when he was in Calgary he would tell the Western publishers in no uncertain terms that there must be curtailment of waste, especially in Winnipeg. He also stated that he had no intention of inquiring into the question of whether a combine existed, except so far as it would have a bearing on the price of paper.

THE CALGARY SITTING

At the sitting in Calgary on May 30 a large number of daily paper publishers, including representatives of papers from the head of the lakes to the Pacific coast was present. E. H. Macklin, President of the Western Associated Press, on behalf of the publishers dependent on the newsprint mill at Fort Francis, Ont., stated that some of the customers of Western Canada of this mill were being invoiced at a price higher than the price fixed on March 1 last by the Dominion Government, and in reply the Commissioner stated he would wire this mill, directing them to invoice at the prescribed price, and to refund over-payments as from March 1. Mr. Pringle also gave assurances regarding the situation of some publishers in British Columbia, laying it down that the price fixed by Order in Council applied equally from the Atlantic to the Pacific.

\$2.50 RATE TO BE CONTINUED

In the course of a lengthy statement, the Commissioner announced that an Order in Council had been passed at Ottawa extending the period for the \$2.50 rate from June 1 to July 1, and intimated that at the meeting to be held in Ottawa on June 19 the mill interests and the publishers would be invited to get together on the selection of a Canadian auditor of standing, who should go exhaustively into the cost of production of newsprint, and added that if this was not done, he himself would appoint such an accountant.

While refusing to commit himself definitely, Mr. Pringle, in answer to a question by R. L. Richardson, of the *Winnipeg Tribune*, held it out that no increase of the present set price was likely until such an audit had been completed, and had shown that the cost of production did not permit manufacturers a reasonable profit at the present figures.

WARNING AGAINST WASTE

Mr. Pringle took occasion to warn the publishers present that imposition by the

Dominion Government on Canadian mills of a selling price in Canada substantially lower than they could get for their product in the United States imposed a countervailing obligation on the publishers thus relieved to limit waste in paper. He did not desire to interfere in that matter, and would welcome any agreement of their own initiative covering the situation by the Western publishers themselves, but he said that the present wasteful consumption of newsprint could not be permitted to continue.

MANUFACTURING INFORMATION REQUIRED

Newsprint manufacturers have been asked to furnish the following information:

Number and location of plants operated.

Output of each plant in each of the years 1914, 1915 and 1916, and in 1917 to date.

Consumption of output in each of the years mentioned (a) in Canada, (b) in United States, (c) in other countries.

Detailed statement of cost of production per ton of paper in each of the years mentioned and estimated cost of production for the balance of 1917.

Selling price in Canada for each of the years mentioned for both roll news and sheet news in the various quantities supplied and both direct to the newspapers and to jobbers.

Nature of contract with newspapers in effect during each of the years mentioned and changes if any in nature of contracts.

Any agreement, written, verbal or otherwise, among the manufacturers as to the fixing of selling prices.

Profits per ton and as a percentage on sales in each plant in each of the years mentioned, with a statement showing how the profit indicated was derived.

Prospectuses or statements issued by the manufacturers giving information as to cost of production or profits.

Capitalization during each of the years mentioned.

Stock of manufactured news print on hand and stock of raw materials, including coal and wood on hand.

NOTES

The Winnipeg paper referred to by Commissioner Pringle at the sitting in Ottawa was a special issue containing upwards of 80 pages.

The Canadian Press Association is investigating cases of overcharges on purchases of newsprint—overcharge on Government-fixed prices which are as follows:

Roll news in carload lots, \$2.50 per 100 lbs. f.o.b. mill; sheet news in carload lots, \$3.25 per 100 lbs. f.o.b. mill; sheet news in less than carload lots of two tons or over, \$3.50 per 100 lbs. f.o.b. mill.

NEWSPRINT IN PARLIAMENT

SIR THOMAS WHITE, replying last month to the criticism of Mr. McCrea, defended his action in fixing a price on newsprint paper. He reviewed the circumstances under which negotiations were carried on between the representatives of the newspapers and the manufacturers of newsprint paper. He said it had been shown that if the price continued to advance many newspapers would be wiped out. As they were quasi-public institutions this was not desirable.

Mr. McCrea said that the profits had been made not by the manufacturer of newsprint paper, but by other branches of the industry, such as the manufacture of sulphite.

Sir Thomas replied that he had dealt with the paper manufacturers as an association, and could not separate one branch of the industry from another. He said that if action had not been taken the results would have been most disastrous.

Before the House rose Mr. McCrea entered a vigorous protest on behalf of the newsprint paper manufacturers against the 2½ cent charge fixed by the Finance Minister.

Sir Thomas White asked what Mr. McCrea thought the price should be, the latter replying that the law of supply and demand should govern.

"The Minister seems to think that when the people cry for bread he can hand them an evening paper," commented Mr. McCrea. "The whole trouble was that the publishers came down upon him with a stocking full of ink and put it right up to him. They said: 'We'll knock your block off, politically, if you don't listen to us.' And the Minister threw up his hands and exclaimed: 'Hold on, gentlemen, I don't want to be disfigured that way; you can have just what you want. The manufacturers can squeal all they like. They haven't printers' ink, and they can't hurt me so much with their tongue.'" (Prolonged laughter and cheers, in which both sides of the Chamber joined.)

Mr. McCrea counselled Sir Thomas White to amend his action. The publishers themselves would, he said, regret it later on. It had stopped the location of additional paper-making plants. It would be well for the Minister to tell the publishers to let the law of supply and demand govern. Mr. McCrea said the manufacturers were losing money on the present prices, and were not likely to continue production in quantities required. The price of all their supplies and raw material had increased enormously.

Sir Thomas White suggested that further discussion stand over, and moved the adjournment of the House, after which he went into conference with Mr. McCrea.

DATE FOR TRIAL SET

THE trial of the seven individual defendants named in the indictment charging violation of the Sherman Anti-Trust law through the activities of the News Print Manufacturers' Association, has been set for October 8 next.

GOMPERS FIGHTS POSTAGE RATES

SAMUEL GOMPERS, president of the American Federation of Labor, in a general appeal to the American people and particularly to labor unions, issued recently called for united opposition to the proposed increase of the second class postage rates and the application of the zone system. He said it was a menace to the labor press and only publications backed by great combinations of wealth could survive its enactment. At the same time the United Mine Workers of America issued an official protest to the proposed war revenue measure.

Some Publishers' Troubles in the U.S.A.

Publishing Interests Menaced by Newsprint Troubles, Taxation, Increased Postal Rates, and the Censorship

IN ADDITION to newsprint troubles American publishers are much exercised over the question of censorship, increased mailing charges and taxation.

CENSORSHIP

The House of Representatives has voted decisively against a newspaper censorship, rejecting by a vote of 184 to 144 the censorship section of the Administration's espionage bill. The bill was sent back to the Conference Committee with instructions to eliminate section 4.

The Censorship Bill previously went to conference, the House having already passed it with the substitute providing for a censorship, the violations of which must be tried by jury.

INCREASED MAILING CHARGES

As a war revenue measure it has been proposed to increase postage rates on newspapers and periodicals—this by the introduction of a Zone System. Alternative proposals, put forward by individual publishers are a flat rate perhaps of 2 cents a pound; and a flat rate of 5 per cent. on the advertising returns.

A third suggestion is to make parts of newspapers and magazines carrying advertising pay parcel post rates in zones from the third to the eighth, the rates to be one cent a pound in the first two zones.

Postmaster-General Burl, who hitherto has favored many of the principles involved in the increases, is said to have approved the plan to lay a tax upon advertising in magazines and periodicals.

The proposed revisions of rates will add from 100 to 600 per cent. on existing rates, which are one cent a pound flat. The proposal is for a charge of four cents a pound.

Opponents to the Government proposal contend that a great part of the loss claimed by the Government in handling this mail is accounted for in the failure of the Post Office authorities to give proper care to the qualifications of publications admitted to second class privileges.

The second class mail was never intended they declare, for many of the propagandist sheets that are carried in it to-day for one cent a pound.

Second class was never intended, so they say, to carry the story papers, the joke publications and purposeless mass of reading matter that it now carries.

Those are the items that account for loss in carrying, it is declared.

Second class mail was intended, it is argued, primarily for the education of the people and promotion of industries that would make for the edification and prosperity of the nation.

TAXATION

At their hearings on their war taxation bill before the Senate Committee on Finance, the newspaper publishers declared that they would be well satisfied to pay the same war tax as any other industry.

The publishers suggested as being a fair tax on all business the profit tax schedule drawn up by the Dominion of Canada, to be put into effect shortly.

This schedule is as follows:

Profit Per Cent.	Company Per Cent.	Government Per Cent.
10	9.25	.75
15	13.00	2.00
20	15.50	4.50
25	16.75	8.25
30	18.75	12.25
50	23.75	27.25
100	35.50	64.50
200	60.50	139.50

The above schedule would be figured on the average profit for the three years previous to

the outbreak of the European war, in August, 1914.

The publishers agreed that the government had the right to levy on excess profits, due to war conditions, a tax that would turn all such profits over to the nation.

* * *

THE House of Representatives has eliminated from the war revenue bill the clauses placing a tax of ten per cent. on import of news print, ground wood, and sulphite, which threatened to increase the price of news print. This action, in the opinion of those who are posted on the situation, assures a steady decline in price for several weeks to come.

NEWSPRINT IN THE U.S.A.

A BILL, known as the Robinson Bill has been introduced in the United States Senate to declare print paper a public utility and empower the Federal Trade Commission to fix a reasonable maximum price.

Some doubt may arise as to the power of Congress to declare this commodity a "public utility and also whether the trade commission can be authorized to fix the maximum price for print paper. The subject is a very important one.

* * *

Many publishers are distinctly hopeful of the success of the system whereby Uncle Sam would compel paper manufacturers and dealers to file price lists and refrain from price changes without due warning.

Publishers are manifesting resentment over the news print situation. It has flamed up anew during the last month. There are two reasons for this renewal of feeling.

One reason is the alleged disposition of certain paper manufacturers to punish publishers for the action of the Federal Grand Jury in New York in indicting certain news print makers.

James Keeley of the Chicago *Herald* related in Washington an incident which has recently come to his notice wherein a paper producer told a leading publisher that he was able to supply him with newsprint and make a profit at 2½ cents, but just because he had been indicted he proposed to compel the publishers to pay him 3½ cents.

Publishers who have been comparing notes in Washington during the past month have been stirred by the disclosure of the tactics that certain paper producers are alleged to have employed in their dealings with publishers whose contracts expire during the first half of 1917. It is charged that in some instances paper men have compelled publishers to pay, from January 1, 1917, a higher price than their contracts called for on pain of refusal to renew the contract at any price when it should expire.

A second reason for the "stirring up" of publishers on the news print situation is found in the shocks that have been sustained when they got to figuring up their costs of production in order to set figures before the Senate Committee that is considering the revenue bill.

* * *

Publishers have known things were bad but some of them did not know just how bad they were until they began to reduce to cold figures their prospective expenditures for paper this year. With one Chicago newspaper facing this year an increase in its news print bill of close to a quarter of a million dollars as against net profits last year not greatly in excess of that figure, and with numerous publishers suddenly awakening to the fact that the proposed advance in second-class postage will not make as heavy inroads upon surplus as the increased paper costs, it is perhaps not to be wondered at that publishers are all worked up afresh.

Added to this has been the talk among the publishers to the effect that perhaps, after all, the concerted move by paper producing interests, was at the bottom of the thing, a ruse to find means to dictate the newspaper voice of the nation. The idea that such ulterior motive existed was pooh-poohed when it was first suggested some time back, but it is noticeable that an increasing number of prominent newspaper publishers are now ready to admit that there may be something in the suspicions.

* * *

The softening of the market on book papers and the positive slump in the wrapping paper market have resulted in the shifting of a number of machines to news print and such is the prospect of a continuance of this condition that nobody need be surprised to hear of the closing of some new contract by producers who have heretofore declined to contract.

Prices, too, have gone off to some extent—the best evidence of more softening of the market than would be anticipated from that maximum production that is always to be expected in April. Roll paper in carload lots was freely offered the last week in May at 4 cents as against the recent quotation of 5½ cents, and sheets in carload lots are available at 4½ cents as compared with the quotation of 6 cents that recently ruled.

* * *

The Federal Trade Commission has made no further progress with its compromise plan. The paper manufacturers, some of them, are holding off ostensibly to see what the United States courts will do to them in the autumn. In reality, however, it is suspected that they are marking time in order to see whether Congress will actually put through as threatened the tariff section of the pending war revenue bill which would levy a duty of 10 per cent. on all paper imported from Canada.

* * *

The present condition of the news print market may be summed up approximately as follows: Accepting the estimate of 400,000 tons shortage for 1916, this would be further reduced by the amount of paper that may be made by the machines that formerly made wrappings, manilas, and other grades, to the amount of something like 285,000 tons a year, leaving the actual shortage in the neighborhood of 115,000 tons. With the amount of news print in stock at the Northcliffe mills, in Newfoundland, and the tonnage they may manufacture, this should be reduced by something like 75,000 tons, leaving an actual shortage of about 40,000 tons. This may be wiped out, it is believed, if all publishers will follow the lead of those who have already eliminated returns, cut off exchanges, raise the retail price to 2 cents a copy, and reduce size. If this is done, it is believed that competition will be restored, and a buyers' market will take the place of the sellers' market that exists at the present time.

PRICE FOR NEW SUPPLY NOT SET

Arrangements are still in progress for the taking over of the Northcliffe Mills, at Grand Falls, Newfoundland, for the relief of the small publishers of the United States. The matter of the price at which the supply from the mills will be sold has not yet been determined, owing to so many things entering into the question, one of which was the proposed tax of 10 per cent. on all news print brought into the United States from foreign ports. Until that phase was definitely settled, it was not possible to announce a price. The cost will be the lowest it is possible to make, and the entire benefit will be for the smaller publishers of the country.

A report to the effect that the Northcliffe mills, at Grand Falls, Newfoundland, had closed down is not correct. The mills are in operation.

NEW MILLS COMING

There will be greater relief for publishers in 1918 than at the present time, when the news units now being erected in the different mills shall have been completed and in operation.

In 1919, there will be more than enough

paper to go around, for then the various mills in which publishers are interested will be supplying their output to the newspapers of the United States. This will amount to something like 1,000 tons a day, or approximately 300,000 tons yearly, with other mills to follow.

These plants will make paper for cost, plus a stated profit, publishers getting the benefit of any decrease in the costs of materials, or paying for such increase as may occur in price, if need be, but always with the same stated profit for the mills.

Some manufacturers are interesting themselves in the movement to increase the demand for paper containers, on account of the falling off in the demand for paper of practically all grades, in every section of the country, in order to find employment for machines that will have to be placed on the cheaper grades of news print, unless the demand for their output is increased in other directions.

SURPLUS OF BOOK PAPER

The book paper market is overstocked to such an extent that seven more machines, capable of making 25 tons of paper each a day, are now idle, or available for the making of news print. While the price of book paper has not decreased materially, there has been a break. Jobbers are well stocked, and are ordering in only small amounts, and consumers, it is said, have as much on hand as is required for their needs for some time. The machines that were formerly employed night and day on this class of stock are now ready to be turned back to news print, and manufacturers are beginning to cut prices to sell their stock.

The market for wrappings, manilas and other grades, for which there was a tremendous demand during the latter part of 1916 and the first portion of this year, is also well supplied, and prices are falling again. It has been advocated in some quarters that manufacturers stand pat and hold up rates, but the constant sagging off in the demand and the dropping of one machine after another, makes it necessary that they find employment for them. The only outlet is in the newsprint supply, in which there is a shortage, estimated by some to be as much as 400,000 for the current year, with a largely increased and constantly increasing demand.

Publishers are practicing greater economies than ever, realizing that this policy, rigidly adhered to, will be necessary in order to carry them through the present year.

PAPERS IN GREAT BRITAIN

WITH a scanty importation of paper-making materials and paper, etc., in Great Britain, it is very evident that the newspaper press and other large users will be compelled to drastically economize in consumption. Only a fraction of the imports allowed by the Government is getting through, and unfortunately, there is no immediate likelihood of an improvement. Newsprint which before the war was obtainable at a fraction over a penny a pound, now costs 4½d. or more per pound. The effect of prevailing conditions on other grades is to raise the price enormously.

The regulations that have been made to restrict the uses of paper and kindred substances are being keenly felt by printers and others, who suffer from the shortage of supplies and the increase of prices, while the scarcity of paper making materials is forcing the mills to raise their rates to the purchaser, while some mills have been forced to shut down altogether. The cardboard box trade is also hard hit by the shortage of supplies of cardboards and strawboards, but as the demand for boxes is slackening off considerably they are mostly able to carry out their orders in hand. In this connection it is pointed out that the non-boxing of British-made goods is likely to have a prejudicial effect upon British trade, and that if American competitors continue to send out supplies in atractive cardboard boxes they will derive an advantage when brought into competition with a corresponding class of British goods tied into bundles or packed in paper wrappings. Mr. Roberts (Parliamentary Secretary, Board of Trade), said recently that the Royal Com-

mission on Paper are considering the possibility of adopting a scheme for the distribution of paper and boards for printers and boxmakers on the basis of giving priority to essential uses, and a scheme of this kind would be welcomed if it eased the situation even a little. Meanwhile most Government Departments are beginning to economize paper, and Mr. Illingworth, the Postmaster-General, announces that proposals for modifying the arrangements for the issue of telephone directories with a view to economy in paper have engaged his attention, and he hopes to be able to come to a satisfactory decision shortly. The situation is serious, and until the submarine trouble is settled it will remain serious.

PAPER NOTES

MORE than \$1,000,000 will be spent by the newly organized Great Eastern Pulp Company to establish pulp and lumber mills at Madeline River, Gaspe County, P.Q., near the New Brunswick border. The plant, which is to be ready for operation by November next, will have a capacity of 30,000 tons of ground pulp annually. The company will issue \$600,000 in bonds and the same amount of stock. John Mullen, of Bangor, is president of the company, but the majority of the directors are Canadians.

The new plant of the Dominion Pulp Company, at Millerton, is nearing completion. The building has been erected and the equipment is being installed. It is expected that it will be ready to turn out pulp soon after the first of June.

E. A. Schofield, of the Schofield Paper Company, Limited, presided at a recent meeting of the St. John Rotary Club, and he made it a "paper" dinner. The table decorations included samples illustrating the process of paper manufacture from the spruce log to the manufactured paper, and the adaptability of paper was shown in the uses to which it was put. The dishes used were of paper or pulp fibre, the waitresses wore elaborately trimmed paper hats, and each member wore a gayly colored paper cap and huge paper collar. Mr. Schofield gave an address on paper, its manufacture and use.

6221 TONS OF NEWSPRINT DAILY

THE paper committee of the American Newspaper Publishers' Association has just prepared a list of the American and Canadian mills manufacturing newsprint and their tonnage up to May 1.

On that date the committee states the total combined daily output of the mills was 6221 tons of news print, which is estimated to be 93 per cent. of the capacity of the mills—or about normal.

PULP MILL FOR FORT WILLIAM

Work was begun on June 1st on a 150-ton pulp mill at Fort William, Ont., adjoining the Canadian Government Railway docks. The plant will be completed by November 1st. The Kaministiquia Power Company will supply 8,500 horsepower and the city a million and a half gallons of water. As soon as the pulp mill is running a 100-ton paper mill will be erected by the company. The company will employ 600 men and has immense limits of timber secured.

THE paper famine has dealt a severe blow to the Methodist Book & Publishing House, Toronto. This institution uses thousands of tons of paper annually, and the question was thoroughly discussed at the recent annual meeting of the Central Section of the Book Committee.

COMPETITION

A CONTEST in poster stamp design and printing has been inaugurated by the Ideal Coated Paper Co., Brookfield, Mass., and prizes totaling \$350 are offered. The basis of judgment will be: (1) general attractiveness; (2) artistic quality of designs; and (3) as a specimen of printing. The contest closes July 31.

The Government and the Press

The Paper Shortage in Great Britain and Germany—German Newspaper Policy

An Editorial in the *Toronto Daily News*.

OWING to a shortage of white paper, the daily journals of France have been greatly reduced in size. The *London Daily Chronicle* is down to about three pages of news and one page of advertisement. Owing perhaps partly to foresight in laying in stocks of white paper, the *Daily Mail* is publishing about eight pages, while the *London Times* runs as high as 16 pages. For purposes of economy in paper, readers of the *Times* have, however, been prevailed upon to form themselves into clubs so that one copy serves from three to six families. These measures have been rendered necessary by the desire of the Government to utilize as much as possible the space in ships formerly given to news print for the importation of food, munitions and other vitally necessary war supplies.

Signs of a shortage in white paper appeared in Germany about a year ago, but the Government took immediate steps to protect the newspapers. All public departments were required to practise the utmost economy in the use of paper, to use the smallest possible sheets of paper for their official communications, and even to abandon flowers of phraseology which are sweet as life itself to the Prussian Bureaucracy. The authorities also set about making the utmost possible use of valueless archives and other stores of old paper for re-pulping. The crisis did not last long, for the Government undertook, in spite of all difficulties, to increase the importation of necessary supplies. Special offices were set up in Berlin, and at the beginning of December it was officially announced that "in view of the economic, political and military importance of the press, especially in time of war, it has been the effort of the Imperial Government to secure as far as possible the supply of paper at moderate prices during the period of the war, in order to make it possible for the Press to hold out."

This newspaper policy involves very special efforts for a country which is exhausting every possible source of manpower and energy, and is compelled to cut off all unnecessary manufactures, and, as regards such importation as is possible, to give precedence ruthlessly to articles of prime importance. It is nevertheless a fact that in the whole sphere of German production and consumption there is nothing that has been so little affected as the newspapers. From the outbreak of war it was obvious that the German Government intended to make the utmost possible use of publicity. While other countries seemed to consider the suppression of news to be an essential condition of successful conduct of war, and make secrecy their ideal, the Germans rapidly set about the organization of publicity as one of their most important weapons.

As Bismarck used the Press in the war of 1870, Bismarck's successors have used it, with differences dictated by time and changed conditions. They still consider, as Bismarck did, that the *Cologne Gazette* is worth an Army Corps on the Rhine,

and they consider that Germany cannot have too many newspaper and magazine units of every sort and size. The main objects of German Press strategy appear to be three—firstly, the maintenance of morale at home and the information and guidance of German opinion; secondly, propaganda in allied and neutral countries; thirdly, the maintenance of the Press in the highest possible state of efficiency with a view to instant operations on the conclusion of peace.

The press is regarded as the chief support of public opinion, and is infinitely the most important weapon for use in neutral countries. The exportation of German newspapers and periodicals of all sorts is encouraged, not only with utter disregard to general trade policy, but with complete indifference to the cost. Government agencies "place" German newspapers—including those which are in apparent opposition to the German Government—with the same zeal with which they "place" specially manufactured propaganda. German papers are scattered free of cost through the hotels of Scandinavia, Holland, Switzerland, and Spain, and every encouragement is given to the increase of foreign circulations.

The result of the German newspaper policy is that comparison of any well-known publication to-day with the same publication of 1914 shows that there has been little or no change. This applies just as much to the illustrated and comic papers, or, for example, to popular weekly publications like *The Woche* as to the daily newspapers. The strength of the newspapers is astonishing. The *Frankfurter Zeitung* has recently published an average of 18 pages a day, and the *Berliner Tageblatt* 28 pages a day and 52 pages on Sunday, which, with a circulation of 250,000, requires 47 tons of paper. The supply comes mainly from Scandinavia. These and other papers carry as many advertisements as before the war, and the illustrated journals maintain their color work on peace-time standards. As regards man-power, the Press has received special consideration from the military authorities, being treated on much the same terms as Government offices, which in Germany enjoy no general rights of exemption, but retain such man-power as is necessary for efficiency. Similarly, under the National Service scheme, the Press is affected only in so far as inquiry may prove it to be over-staffed. There is news to-day of a new white paper crisis in Berlin, but so powerful an instrument of national efficiency as the Press will not be allowed to suffer for want of Government action.

NATIONAL NEWS SERVICE

E. H. MACKLIN, of the *Winnipeg Free Press*, president of the Western Associated Press, Ltd., the co-operative news organization of Western Canada, called a meeting of the membership at Calgary, Alta., for May 28, when proposals for na-

tionalizing Canadian news associations were considered with a view to a definite recommendation for the annual meeting of the Canadian Press, Ltd.

The annual meeting to be held in Toronto on June 12, promises to mark a new point of departure in the development in Canada of co-operative news gathering and distribution, as the members then present will be asked to ratify proposals for making the Canadian Press, Ltd., in fact what it is in name—the national news association of Canada.

A select committee has for some months been working out details of a plan for this new national organization, which it is proposed shall operate under the charter and the present name of the Canadian Press, Ltd.

President E. F. Slack, of the *Montreal Gazette*, has recently submitted this plan in printed form to the membership at large of the Canadian Press, Ltd., which publishers of Canada.

embraces practically all the daily paper

TALK NOT CHEAP

A REPORTER of the *Victoria Colonist* covered a news story in Nelson, B.C., over 800 miles of telephone wire, just as if he were getting the latest quotations on commodities from a wholesale house in the city a few blocks away. The long distance telephone rate from Victoria to Nelson is \$1.95 for the first minute and \$1 for each additional minute. At night it is \$1.95 for the first three minutes and \$1 for each succeeding three minutes. This feat marks the completion of improvements on the lines of the B.C. Telephone Co. in the interior of the province. The line to Nelson and Grand Forks, which is just being opened runs from Victoria through Seattle and Spokane.

WINNIPEG LIBEL

IN the Supreme Court last month the appeal of the *Winnipeg Telegram Printing Co. vs. Knott* was heard. The action was brought by respondent for a libel in the *Winnipeg Telegram* alleging, according to the innuendoes charged, that he was acting with a lawyer and ex-member to obtain money from hotelkeepers and liquor merchants for services in relation to their licenses, and was to use improper and unlawful means to secure such licenses.

The verdict of the jury for the respondent and the judgment entered thereon for \$11,500 damages were maintained by the Court of Appeal.

The appellants claim that the judgment should be reversed and the action dismissed for want of the notice required by the Manitoba Libel Act. In the alternative that there should be a new trial for misdirection to the jury.

PATTULLO FOUNTAIN

A PUBLIC fountain was ceremonially "opened" at Woodstock last month—a gift from the late Andrew Battullo, of the *Sentinel-Review*. G. R. Pattullo, a brother, made the presentation. Present and speech-makers were N. W. Rowell, K.C., M.L.A., leader of the Opposition in the Ontario House, and member for Oxford County; J. F. MacKay, business manager of the *Toronto Globe*, and J. A. McKay, of the *Windsor Evening Record*.

The War Service of The Toronto "Star"

Its Method of Dealing With Casualties

SINCE the war began, the Toronto *Star* has published daily columns and columns of "casualties," half-column pictures and thumb-nail biographical sketches of gallant lads who have fought and fallen.

Since the war began the *Star* has published at least 25,000 such paragraphs. Every one of these for months has been clipped out and filed. Every half-column cut used has been also kept, until now there are at least 15,000 of these filed alphabetically in individual envelopes. In addition the office has probably 17,000 soldiers' photographs, which were taken specially for it by photographers from the 35th Battalion down to the 216th. These were taken by platoons and mounted on cardboard. Each photograph has a number, and each soldier on it another. Both are entered in an alphabetical index, so that it is always possible to tell in a moment whether a man's photograph is in the office or not.

When the war broke out the *Star* immediately began to keep a record of Toronto men enlisting by means of a card for each soldier. On this was typed his name, rank, battalion, address, trade or calling, age, etc. At first these were copied from the battalion attestation papers. Later they were secured from the Toronto Recruiting Depot. By this means it is possible to give information about men who have many friends here, but whose next of kin live in the Old Country. Even yet, cards are taken out every day of men who answered the call nearly three years ago and about whom people have perhaps often wondered.

HISTORY OF EACH SOLDIER

There are now at least 45,000 of these cards in the *Star's* file. Every day the number is increasing as the names of men are mentioned for whom a card was never originally made out. These cards are a history of each individual soldier. When a man's name appears in the casualty list, the date and nature of this appearance is typed on his card. If he wins a decoration that also is given. Every day each paragraph is clipped from the paper and pasted on the back of the card. By this means at any time it is possible to tell if a man's name has ever appeared, as well as to obtain full details about his service and history. In the future it will form a permanent record after the war which will prove invaluable.

When casualties reach Ottawa the relatives are notified as soon as possible. Then the lists are collected and telegraphed to the papers all over the country. At present half a dozen different lists arrive each day. As soon as one reaches the *Star* Office the Toronto names are picked out, as well as those of men with Toronto units. Their cards are sought in the file, and local addresses generally found for the latter. Photographs and cuts are looked up and got ready. A long list of the names is handed to the city editor, who divides them up by districts and assigns them to reporters.

When these return the results of their trips are checked up. The photographs

are handed to the artists for retouching and then to the engraving department to have cuts made. After that they reach the composing room, where they rejoin the printed matter which, in the meantime, has been edited, "headed," and "set up." Later the photographs are



GRIFFITH R. HUGHES

Griffith R. Hughes, the new proprietor of the *Victoria Times*, is a Welshman, who spent his early years in Australia and in the United States. He settled first in New Bedford, Mass., where he was a chartered accountant. Subsequently he went to Arizona and California, and moved to British Columbia eighteen years ago. He has formed several important business connections in Western Canada, acting as auditor for most of the large farms in Vancouver and Victoria. He is not unknown to the newspaper interests of that section, his previous business associations bringing him into frequent contact with the publishers.

carefully cleaned and mailed to their owners.

OTTAWA HAS 650 CLERKS

It can be seen from all this that the casualty information appearing in the paper only gets there as the result of system and hard work. The Militia Department in Ottawa has about 650 clerks to do work somewhat larger and with a few more angles to it than that which the *Star* does to keep the public informed of the lives and careers of those who are facing and meeting death for them on the battlefield. That its efforts are appreciated there is no doubt if one can judge by frequent expressions of those to whom a newspaper clipping will always be a treasured souvenir, and by those of others who can be assured from "their" soldier's card that nothing has happened to him, even if he has not been heard from for some time.

Of the reporter's side, the human side, the homes he enters, the brave, sorrowing women he meets, the little children left fatherless, nothing has been told in this article. Many a sad story he hears,

many a tragedy he stumbles across, but all these he keeps to himself. They are nobody's business.

SCHOOLS OF JOURNALISM

THE Association of American Schools and Departments of Journalism was organized in Chicago last month.

The constitution of the new Association provides that each school or department before becoming a member of the organization, must offer at least twenty-four hours of journalism, of which six must be devoted to reporting, four to copy-editing, two to the history and principles of journalism, and two to either editorial writing or feature writing. It is also required that the instruction in the professional courses include laboratory work of a practical kind, done under the immediate direction of instructors in journalism. The Association adopted a resolution that this laboratory work include publication of assigned work. This was not made a part of the basic law of the organization, but was adopted merely in the form of a resolution.

Also, journalism must be organized as a school or department, and there must be at least two men with the rank of at least an instructor, giving full time to journalism. The education in preparation for journalism must consist of at least a four-year course, of which at least two years must be spent in residence.

NEWSPAPERS AS HANDKERCHIEFS

MR. GARVIN'S always welcome, if somewhat ponderous *Observer*, has quite a charming little yarn about a pocket handkerchief newspaper.

* * *

It is stated in the report that in Germany no one can now purchase a current newspaper without returning a back number. It recalls to the *Observer* George Augustus Sala's story of a news sheet published in the Deccan in India.

* * *

Sala used to tell how it was lithographed every morning on squares of white calico, which, after being perused, were used as handkerchiefs. These were then taken to the local washerwoman, who returned them to the publishers ready for future use.

* * *

This also recalls the tale of an advertisement which appeared in a Klondyke paper.

* * *

The enterprising editor asked his readers, when they had done with the sheet, to return it to "our genial friend Jack Harker, of the stores." "Genial" seems to be as hard worked a word in Klondyke as in the old country.

* * *

The genial Harker had supplied the editor with a lot of brown wrappers in the emergency resulting from the loss of some reams of paper on their way to the Klondyke office. They had gone over a precipice.

* * *

"You will return them to our genial friend Jack Harker, at the stores, who, having lent the wrappers to us, requires them again, that he may use them for wrapping his stock of tinned apricots of which he has a very fine assortment at remarkably low prices."—Frank Colebrook in *The British & Colonial Printer*.

BAD SASKATCHEWAN PRACTICE

Letter to the Editor

CANNOT your excellent paper conduct a campaign of education against the system (or lack of system) which prevails among so many weekly newspapers in Saskatchewan? I refer to the habit of publishing advertisements for weeks, sometimes months, after the contracts have expired.

Such lax methods of conducting business not only lower the standard of the newspaper which employs them, but work serious injury to the newspaper business as a whole.

Many Saskatchewan newspapers this spring have published the series of advertisements contracted for by the Dominion Government long after the contracts expired. Such incompetence must lead the advertiser to believe that white space costs the publisher little or nothing, and it will certainly do much to induce the advertiser to make his contracts of as short a duration as possible. If he has reason to believe that the publisher will give him six insertions when he pays for only three, why should he order more than three?

Already some advertisers have commenced running advertisements every other week in some of our weeklies, doubtless because they have learned that a good many publishers, rather than do a bit of extra work, will run the advertisement every week; and many publishers, we regret to say, do just that. Strange they cannot see how such slipshod methods result in a serious loss of revenue. This office tries hard to conduct its business on business lines, using every advertiser alike, giving away space to none, but the methods which obtain in the offices of some of our contemporaries—who have gone so far at times as to give their advertisers 100 inches of space, or more, when only 30 inches were ordered—make the difficulties of conducting a printing business great indeed. If the offending publishers would only stop and think for a moment, they could not fail to see the harm they are doing the printing industry. Besides, it is manifestly unfair to give certain advertisers more space than others for the same price.

It takes work—hard work—to conduct a successful newspaper, and the publisher who is too careless or too lazy to remove an advertisement from his paper as soon as the contract expires has missed his vocation.

H. E. SHUART,
The World-Spectator,
Moosomin, Sask.

May 26, 1917.

EATON CATALOGUES

THE Eaton Catalogues that came to Simcoe a week or so ago for distribution in that community filled a couple of big drays. We fancy Norfolk County's share of the cost of the Eaton catalogue would come pretty close to meeting the advertising bills of all the merchants of Simcoe. The question is, whose is the better judgment, the Eaton Company's or the town merchant's who parrot-like, keeps on muttering over his formula: "It doesn't pay to advertise." Eaton's are every year spending more money on advertising; every year there are convincing signs that they are cutting more deeply into the business of town merchants. While a majority—not all, but a majority—of the

merchants of every town in Ontario blindly refuse to see why the drift is away from them and refuse to apply the remedy. The town merchant cannot fight the city department store by sitting in his office and wringing his hands. But if he will only recognize his position he will find that he has more than one counter in his hands in the game with the city store. He is on the spot; he is personally known to the community he wishes to cater to; some of his costs are higher; he can make good at once any error that occurs. If he will adopt as his own the two most trenchant weapons of the department store, live advertising and dependable service, he will at least secure a draw in the fight.—*The Simcoe Reformer.*

ADVERTISING RATES

Letter to the Editor

WE have been charging 10c. and 5c. for liner advertising, for first and subsequent insertions, respectively, but we believe that there should be a different rate in the case of four or five lines as compared with, say, 100 or more.

As for space advertising, for some time we have been using the very unsatisfactory plan of allowing local merchants 10c. an inch for anything over a three months' period; under that 15c.; and for spasmodic outside advertising 25c.

The worst feature of this, as you will readily see, is that if strictly adhering to it, the merchant who advertises barely the three months would get a 10c. rate, and the one but a week less, for instance, would have to pay 15c.

You will see from this the difficulties which we wish to overcome and the reason we write you is because we thought you might have a method in mind that has proven practical and worked out satisfactorily.—WESTERN ONTARIO.

* * *

Is any reader of PRINTER AND PUBLISHER able and ready to help out a brother publisher by a good answer to his enquiries? If so, will you please write to PRINTER AND PUBLISHER your solution of our correspondent's problems, and the problems, doubtless, of many more.

GOVERNMENT ADVERTISING

THE Thrift Advertising Campaign of the Canadian Government is being conducted under the direction of the National Service Board, and is being placed by A. McKim, Limited, instead of through the King's Printer.

One section of the campaign is running in the farm journals of Western Canada. Its appeal is to the farmers to prepare now to till more land in 1918.

All daily newspapers and certain class publications are being used, and it is likely that rural weekly newspapers will be used at a later date. The advertisements in the general campaign will be illustrated, and will occupy space ranging up to 672 lines each. Contracts were being made with daily newspapers for a total of 6,720 lines. The purpose of the general campaign is to advertise the idea of thrift from the standpoint of a reduction of waste in every department of Canadian life.

There will be a special campaign at a later date in the farm publications of Eastern Canada. This campaign will have to do with a special phase of production.

12-EM COLUMNS IN THE WEST

ALL of the Western newspapers are favorable to 12 ems as a standard column width, but it is yet a question as to adopting this in the West, or waiting to discuss the whole matter at the meeting of the Canadian Press Association this month in Toronto. If the whole of Canada adopted the same standard it would work out much better with our national advertisers and our agencies.

J. J. GIBBONS OPERATED ON

J. J. GIBBONS, president of the J. J. Gibbons Advertising Agency, Toronto and Montreal, underwent an operation last month for appendicitis in the Toronto General Hospital. He has successfully withstood the operation, though his attack was a very severe one, and is now making good progress towards recovery.

LONDON ADVERTISING CLUB

THE London Advertising Club has just completed the first year of its existence. It has a paid-up membership of over eighty men, representing the leading retail firms and many of the manufacturers, besides including artists and writers of advertising, space writers, advertising managers, engravers, printers and lithographers. An interesting fact in connection with the local Advertising Club and one which is unusual among similar organizations elsewhere, is the fact that it has attracted men from other cities into its membership. It has two Toronto men, two St. Thomas and one from Paris, Ont., on its list. In addition to its purely advertising activities, the London Advertising Club has undertaken some public-spirited work in connection with the various campaigns for raising funds, such as the British Red Cross campaign, the patriotic fund campaign, Y. M. C. A. and other work, and it also maintains a vigilance committee for the purpose of passing upon all advertising schemes submitted to its members, refusing its credential to any advertising promoter whose proposition, in the judgment of the committee does not offer a fair return for the money asked. The get-rich-quick young lady who operated in London last winter with a fraudulent hospital stationery game was exposed and compelled to leave the city through the work of the London Advertising Club.

QUEBEC NOW ADVERTISES

THE Government of the Province of Quebec is the latest local government in Canada to launch an advertising campaign. Three advertisements, aggregating 1,200 lines, are to appear in every daily and weekly paper in the province for the purpose of securing increased farm help this summer. The provincial Department of Agriculture is doing the advertising, copy being prepared and placed by the Canadian Advertising Agency, Limited, Montreal.

A.B.C. MEMBERSHIP

THE Victoria *Colonist* has become a member of the Audit Bureau of Circulations. Applicants for membership are the *Montreal Herald*; *The Farmers' Telegram* and *Family Magazine*, Winnipeg; *The Farmers' Advocate* and *Home Journal*, Winnipeg.

Printer & Publisher

Published on the First Wednesday of Each Month

WM. POWELL - Business Manager
R. H. ECCLESTONE - Eastern Manager
JOHN C. KIRKWOOD - Editor

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Established 1887

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H. T. HUNTER - Vice-President
H. V. TYRRELL - General Manager
T. B. COSTAIN - General Managing Editor
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GO SLOW ON THE AGENCY COMMISSION QUESTION

MANY publishers are beginning to think that advertising agencies are agents of advertisers more than agents of publishers and should, therefore, get their pay from their clients rather than from the publishers; and the whole question may get an airing at this year's annual meeting of the Canadian Press Association.

But theory and practice do not always travel side by side. Publishers may decide that the agency is not their representative and, therefore, may refuse to concede a commission on business received from an agency; but one suspects that after a little time has passed, under the new order of things, some publishers may open up negotiations with the agencies, or certain of them, with an offer of commission, not as agency commission, but as a special representative's commission! And so matters may slip back where they are now. And things may become very rotten indeed.

One thing that the publishers of Canada must remember is that most of them are very dependent on the agencies for business received, especially those publishers remote from the field lying between Montreal and Western Ontario. If they vote to do away with agency commission they may find themselves wishing very hard that they had not been so ready to support a movement initiated by

interests quite different from their own. A good rule to follow is: When you don't know what to do, do nothing. Caution ought to be exercised if any resolutions are introduced which may look forward to the establishment of new agency relations. Let matters boil for another year. What will be left in the pot then will be pretty solid stuff, free from bubbles and vapor and half-cooked opinion.

THE PRESIDENT OF THE C.P.A.

WHO will be president of the Canadian Press Association for 1917-1918? It matters.

A good many publishers—daily men, weekly men and trade and class men—imagine that the dominant influence in the C.P.A. is and has been for some time centred in Toronto; and they have not regarded this Toronto influence with any too much confidence, feeling that it is selfish.

And there are some who say that this Toronto element desires and seeks to have a weak man, or a bidable man, as president.

PRINTER AND PUBLISHER is, of course, quite unaware of whom the Nomination Committee may recommend, but there does seem to be need for the election of a strong man, of positive and independent views, with no selfish axe to grind, and who can be trusted thoroughly by all sections. This man ought to be able and ready to do real constructive work.

Yet one cannot escape the feeling that the selection of a president is not always governed by the needs of the office, but is too often the payment of a graceful compliment, or a thing of rotation.

The Canadian Press Association is larger, has more revenue, is better managed, is more aggressive, is giving a greater service, than ever before in its history, and has possibilities and purposes beyond anything possessed in past years. And this growing strength and widened purpose call for strong men as its presidents—not merely strong in themselves, or in their own individual fields of labor, but strong as presidents, constructive in mind and achievement, ardent in the discharge of their accepted obligations and above suspicion as partisans.

DEVELOPING LOCAL ADVERTISING

AT LEAST one country publisher in Canada is accepting the T. Eaton advertising because of the failure of local merchants to use equal space to equal extent. The question arises: Does a publisher do right and wisely when he takes the Eaton advertising because local firms fail to advertise? To provide an answer to this question is not our present purpose.

What PRINTER AND PUBLISHER wishes to say yet once again is that where a publisher has not sown there he cannot expect to reap. It is the business of publishers to sow advertising seed in their local fields and to cultivate these fields diligently and intelligently if a good crop of advertising is desired. Just wishing and asking for advertising is not sufficient and does not get results.

To convert a non-advertiser into an advertiser requires a change of mind, and this means that the resisting or dull mind must be worked on persistently and purposefully.

Education—persistency of appeal, of impression—is the only door to many treasure houses.

The country publisher is apt to become a non-believer in effort—to shrink up, this because the pressure of larger communities is not present in his case. Pressure makes for growth. Take away the pressure, and growth ceases. All of which means that unless the publisher residing in a small and semi-dormant community submits himself to pressure and applies pressure to others, he will shrivel and his community will shrivel also.

The publisher who faces the facts of life squarely and who puts into practice the convictions he possesses is likely to get his desire; which means advertising from local merchants and others.

To begin with: all the best business papers circulating among local merchants run regular departments advising them to advertise in their local papers and showing them how to use the space. Therefore see that all merchants are subscribers to their particular trade newspapers. Often the editors of these papers will prepare a series of advertisements for merchants to use in their local papers. At other times they address meetings of merchants to help the smaller dailies and weeklies.

If publishers, small and large, will work out a programme of long-drawn out character, and will maintain their propaganda with fidelity and faith, they will get the fruitage they desire. This is certain. Equally certain is the contrary.

Teaching advertisers means the expenditure of real money—\$1 a week, \$5 a week, \$10 a week—perhaps more. But cost is not the thing to look at, but the return. Will the money spent come back increased?—this is the question.

If you won't part with \$1 or \$5 or \$10, then don't grouch because your local advertisers don't buy space in your paper. You are not asking them to give you money for loyalty's sake or for charity's sake. You ask them to buy space in your paper because value will be given—or should be given. Spend money to get money. Teach your people. Educate them. Begin this week; and let the seed take root. Digging up seed to see if it has sprouted—as many do—is a mighty poor way to get an increase. Let time do its necessary work.

CANADIAN TRADE PRESS EDITORS AT WASHINGTON

ON THE suggestion of the National Defense Committee of the United States the editors of the Trade and Technical newspapers of the United States and two editors from Canada were invited by President Wilson to a conference with his cabinet and the members of the Defense Committee. This Committee is made up of the greatest financial, industrial, business, technical and labor leaders in the States. It was formed by the President to advise and assist the cabinet in preparing for and carrying on the war, and to make plans for after-the-war conditions.

Among those taking part are Mr. Willard, the great railway man, who has charge of the entire railways of the U.S. Bernard M. Baruch, the New York financier, is chairman of the great committee whose task it is to mobilize raw materials and convey them to the Government at fair and reasonable cost; Arthur V. Davis, of Pittsburgh, who is mobilizing

aluminum; Charles F. Brooker, of Ansonia, Conn., who is mobilizing brass; R. H. Downman, of New Orleans, who has the lumber problem to deal with; Ambrose Monell, president of the International Nickel Co., of New York, who has to do with nickel; A. C. Bedford, president of the Standard Oil Co., who has the oil problem; H. Stuart Hitchkiss, of New York, who looks out for rubber; Judge Elbert H. Gary, chairman, U.S. Steel Corporation, whose business it is to mobilize steel and steel products; Samuel Gompers, president of the American Federation of Labor, who advises labor as to its duty in the national crisis; Howard C. Coffin, Hudson Motor Co., who is laboring to build up a tremendous airplane supply and system; Frank A. Scott, of Cleveland, who is tackling the job of providing munitions; Dr. Franklin H. Martin, in charge of problems relating to medical service; William Denman, who is working day and night to solve one of the greatest problems of all, how to provide sufficient tonnage quickly to feed our Allies and so defeat the submarine menace; Dr. Anna Howard Shaw, in charge of women's work; Julius Rosenwald, of Chicago, the biggest buyer in the world, who is mobilizing cotton and woolen and knit goods and shoe and leather supplies. These are only a few of the men who are doing the big work of the Council of National Defence.

Some time earlier the editors of the agricultural papers of the U.S. were called into consultation by the Government and many editors of trade and technical papers have been called into the national service.

These big national leaders, the men who have been doing and getting the great things done in the United States, are men of outstanding ability and knowledge. They know from actual experience the business and technical papers, the great work they have done, and can do, for U.S. industry. They say the United States needs the advice and assistance of these papers. Hence their action in calling upon them.

In the Canadian Press Association, as at present managed, things are different. J. E. Atkinson, of the *Star*, and J. F. MacKay, of the *Globe*, the committee which made arrangements for Editorial Night at the Annual Meeting, which is to be devoted to "Journalism and the War," have refused to allow any representative of the trade and technical press to appear on the programme.

The members are asking why. Is it ignorance or prejudice? Is it part of the game of the Big Four—*Globe*, *Mail* and *Empire*, *Telegram* and *Star*—to carry out the plan proposed by them at the meeting of the Daily Section last year to eliminate the Trade and Class and then the Weekly Section from the C.P.A.?

The big daily papers in the U.S. are not so narrow. They are not, as the editor of the *Globe* said last year, controlled by one or two big advertisers. They supported the action of the big executives and gave great prominence to the Conference with the Trade and Technical newspapers. The N.Y. *Sun* publishers the following synopsis of the addresses:

Members of the Cabinet and others actively engaged in the conduct of the war outlined war aims and needs to-day at a meeting of editors of the country's technical and trade newspapers. All emphasized the magnitude of the task, and urged the publishers to support the Government.

The food situation was presented by Herbert C. Hoover, who said the country faces a war that probably will last from two to five years. Only by the most careful measures can the United States give the Allies enough foodstuffs to bring victory, he said. The Allies' grain needs this year will amount to about 1,000,000,000 bushels. America and Canada, with good crops, can furnish 60 per cent. of this without deprivation, but the Allies must have at least 80 per cent. of their needs to keep their efficiency at the highest.

Secretary Lane, of the Interior, set forth the purpose of the United States in entering the war.

"We are fighting feudalism," he said. "The German ruler is willing to go to any length to see a feudalistic system established. The fiend of war himself would not stand for what the Germans have done in the last two years. Our interest as a nation and as a democratic people is involved. The power that would do things that have been done would, if England were conquered, demand Canada and we would live in haunting fear the rest of our lives."

FIGHTING FOR SOMETHING REAL.

"Put it in your editorials that America is fighting for something real, that we do not want to go back to where one man can enforce his will on a hundred million people, and where a man in khaki could be the master of the fortunes of this country."

Secretary of War Baker said the outcome of this war would show whether the world really is progressing.

Every resource of the Allies, Mr. Baker said, was near exhaustion when the United States entered the war. There is no way to establish permanent peace, he asserted, except through exercise of the superior power of the United States. In mobilizing every resource, said he, profound industrial changes were sure to come and the help of the publications was needed to prepare people for the change.

Secretary of the Navy Daniels asked the editors to "get it into the heart of business men, that it is a crime to make more out of the war than a normal profit." The press, he said, is responsible for letting the people know everything about the Government, and the spirit of the Administration is "that comment and criticism are the very life of a democracy."

OTHERS TELL OF DETAILS

The purpose of the export limitations and trading with the enemy bills was explained by Secretary of Trade and Commerce Redfield, who said that the measures were necessary as a protection for the country's resources.

The Government's attitude toward labor was discussed by Secretary Wilson. No changes in wage standards, he said, should be attempted without first giving the Government chance to mediate between employers and workers.

What the general munitions board is doing was told by Frank Scott, its chairman. In the battle of Gettysburg, he said, the Union army in three days fired only 32,000 shells, while to-day the same number of guns would fire that number of shells in three minutes.

Frank A. Vanderlip, president of the National City Bank (the largest bank in the world), told the editors and Cabinet members that the success of the United States in the war would be measured by its degree of organization. (Mr. Vanderlip is a former daily newspaper editor.)

"The business of America's business men is to co-operate with the Government," he said. "The Government is organized for a new business. The business of war no longer is that solely of fighting, but all are combatants, all are in the fight. The Government asks for \$7,000,000,000. Nobody knows what that means. We haven't got that much money, and if we haven't got it where are we to get it? We must get it from the wealth of the country, which is estimated at \$250,000,000,000. But we can't subscribe railways and houses and business. All that our forefathers or ourselves have saved is in property. You can't invest money over again."

MUST USE SAVINGS OF FUTURE.

"This war must be fought on the savings of the future. The whole answer is in ex-

pansion of banking credits. We must borrow in advance of our saving and liquidate as we save. This applies to all, millionaire and employee alike. Our job in one way is more difficult than Britain's. The British people had \$1,500,000,000 loaned out on foreign bills, must borrow to pay. That teaches thrift. We are a nation of spenders and we must learn to economize."

"We are about to see the greatest industrial activity the country ever has known. We will see the most intensive activity and the biggest wage scale, but it will be in the business of war. We will throw no one out of employment, but into a situation where two men are needed instead of one."

"Too many think this is a paper war, that there will be no real fighting and that the Germans are almost beaten. You must not act that way. Contingencies are possible, although not probable, which might put a different situation before us. There is Russia. No one knows what is happening there. Already there is a partial paralysis to her military forces, but I believe conditions will get no worse. And a separate peace is possible, although not probable."

267 DOCTORS KILLED IN 30 MINUTES.

Dr. Franklin H. Martin, of the General Medical Board, told of sending physicians to England and France. In both countries, he said, war has depleted the medical staffs and the needs that America furnish more is imperative. In one retreat the British lost 267 doctors, all killed near the same spot within half an hour, he said, and as a result 5,000 men lay on the ground unattended for seventy-two hours.

Howard Elliott, of the General Railroad Board, said the railroads were overtaxed, but hoped by discontinuing passenger schedules and by expediting the loading and unloading of cars to give the country a better service. Other speakers included George Creel, head of the Government's Committee on Public Information; F. S. Peabody, chairman of the Fuel Board; Dr. Pearson, of the Department of Agriculture; Van H. Manning, United States Director of Mines; George Otis Smith, of the Geological Survey, and R. W. Wooley, director of Publicity for the Liberty Loan.

THE TORONTO WORLD

THE *World* is winning out all along the line.

To-day it is free wheat.

To-morrow it will be public ownership of railways.

And a national policy for nickel preceded by a confiscation of all and any German ownership in our Sudbury mines will be next.

The new party that the *World* spoke of is taking shape in the grain growers' party in the West; it will include the labor party that was floated out in Toronto last month, and will sweep this city and all the Hamilton and Niagara district, not to mention the rest of the towns and cities of Ontario, and the mining country to the north.

And we're going to take the civil service out of politics—no political pull in the post office, custom house, government railways, every limb and every branch.

And the *World's* national currency, national banking, national system of loans to farmers, are all on the way.

And the *World* has something new for Toronto in a short time that the citizens will accept gladly. Toronto has to be given a fresh new start, and she will grow to a million people. But the Wee York methods must first be buried. The funeral is ordered and the *World* will see that the corpse is ready.—The *Toronto World*.

Pointed & Pointless

BY SIX-POINT BILL

THE Chicago *Herald* repeats history and dampens its paper before printing. The Toronto *Mail* years ago dampened its paper before going through a Walter Scott web press. The Simcoe *Reformer* dampens the paper before printing, and I am of the opinion that it adds considerably to the appearance of Hal. Donly's excellent weekly. However, the Chicago *Herald* has found that dampening saves both ink and paper, and adds to its appearance. The ink looks blacker, the paper folds easier, and lastly, but not least, the trouble from electricity is overcome. Dampening paper thirty years ago was a common practice and may become a common practice again. One thing that it is sure to do is to considerably shorten the time of make-ready. Of course, it will not be possible to dampen paper when half-tones are used. But there was some fine printing in days gone by on dampened paper. I have in my possession a set of Walter Scott's printed in 1845, bound in full Russia calf, set in Bodoni type, the paper stock hand-made, and the paper was dampened before it was printed. The engravers are now producing illustrations that look better on rough-surfaced than on smooth stock. And wood engraving is again coming to its own.

* * *

Waste paper has taken a big drop. Probably due to too much supply. And if too much raw material or if raw material is cheaper, why not a drop in white paper—or the printer's raw material? What I write here is not the policy of PRINTER AND PUBLISHER. It is free comment. Possibly I am a lone individual in the stand I take of Government interference in the price of the product of the paper mill. I cannot bring myself to believe that the Government has the right to interfere with a private industry. I know that I am opposed in this view by many printers and publishers. Frequently have I asked some how they would feel if the Government stepped into their private office and made a similar demand to investigate their business. And now this very thing is to happen. Mr. Pringle, the Canadian commissioner, enquiring into the price of newsprint paper, proposes to call publishers and examine them under oath as to how they conduct the business end of newspaper making. The law of supply and demand should govern. Perhaps pulp logs cannot be laid at the mills as cheaply as a year ago, and in this connection the price of waste paper should hold its own. If not, the price of white paper should come down. Mill men should play square. And publishers should play square and raise the price of their publications—I mean square to themselves and the paper maker.

* * *

I wrote of Ed. Sheppard last month. Here is another, and its appropos, for it gives me an opportunity to set some publishers right about a Minister of the Crown. Some years back, in his native East Elgin, Ed. Sheppard did a little work on the stump, and "Shep." was a mighty good platform man. One particular night, Hon. Thomas Wilson Crothers, not then entitled to the prefix, spoke from the same platform as Mr. Sheppard. He preceded "Shep." The latter had the last word. Mr. Crothers is a good speaker, with a pleasing delivery. Sheppard sailed in and treated the future Minister of Labor to a severe drubbing in "Shep.'s" best style. From that day to this, on the "hustings," Mr. Crothers will not permit any one to speak after him from the same platform. Politically I am opposed to Hon. Mr. Crothers. I say that for a reason—to set some people right. The other night in the House of Commons some one inferred that the Minister of Labor had never done a



OUR COUNTRY

"AND for your country, boy, and for that Flag, never dream a dream but of serving her as she bids you, even though the service carry you through a thousand hells. No matter what happens to you, no matter who flatters you or who abuses you, never look at another flag; never let a night pass but you pray God to bless that Flag. Remember, boy, that behind officers and government; and people even, there is the Country Herself—your Country—and that you belong to her as you belong to your own mother. Stand by her, boy, as you would stand by your mother."

—Edward Everett Hale.

GAGE PRINTING CO., LTD.
BATTLE CREEK, MICH.

Good example of a good-will maker and pleasing reminder. Something of this sort is better than a great deal of the "copy" appearing on printers' blotters. Blotters as a rule are more smiles and nods and hand-shakes than salesmen. So red-hot selling copy is not always wise.

day's hard work in his life. That might pass current in any place but Belleville, the Minister's home town. The statement was not correct. Thomas Wilson Crothers drove a team as a boy, educated himself, was called to the bar, and holds a high position among the barristers of Western Ontario. He is a self-made man. Incidentally, he is an ardent gardener and floriculturist, and wields the digging fork, hoe and rake as if he knew how. His home in St. Thomas was a bower of flowers when I saw it in 1915.

* * *

Don't talk too much. The other day I visited a place of business. The manager is

an old road man, and as a consequence always has an open mind for the fellow who sells. It's a way old road men have. They are always ready and willing to learn and invest. Well, this day a man dropped in to sell a certain make of electric lamp. He put more sell in his first fifty words than I ever heard before. But he didn't know enough to stop. The fifty-first word—and after—cooked his goose. He talked too much and outdid the extra good value he put in the fifty words. That man had everyone "sold" in that warehouse, the manager included. When he had reached his one-hundredth word, the friends he made for his lamp were ready to throw him out the front door. Printers have to "sell," and selling some printing in some places—well, I was going to say something. I "sell" a little of it myself, and have sold other things as well. Talk to the point. Value your words as if you were paying 25c. for each one—cable rates.

* * *

I never had much use for the broad-side circular—that is, one that takes 18 x 24 inches of paper, flipped in—fancy folded. You know the kind. In the first place, the man who receives one, if he takes time to read it at all, has to spread it all over his desk, remove his date pad, shunt around his mucilage bottle—perhaps shift a number of valuable papers to his wire basket. The "broad-sider" is a waste every way you look at it. Uses costly paper, just as costly ink, takes longer in the composing room, and generally has to be printed on a pony or larger-sized cylinder press. No man will carry it to read while munching his luncheon, will not consume its contents on the street car, nor pull it from his pocket in a railway car. Most of the passengers would take him for an advance man for an Uncle Tom's Cabin show. I'm not the only one who has no use for the "broad-sider." An advertising expert who gets paid handsomely for what he knows, condemns it more vigorously than I have attempted. A folder, pocket size, from 3 to 3½ inches in width and from 6 to 8 inches long fits the pocket and is not cumbersome on the desk. As much "talk" can be put in 6 or 8 pages of this size, using half the paper in bulk, half the ink, produced on a platen press, and is twice as "catchy" and a real piece of printing.

* * *

The same may be said of private post cards. Two-thirds the size of standard post cards, printed on a cover-stock, in appropriately colored inks, is more "fetching" than some of the rough, clumsy things printed on "blanks," showing the strawboard underneath the surface sheet, that reach my desk. Besides, cover-stock or real post-card stock will "go through" the typewriter; the other stuff cracks. Postage stamps are wasted—and we should have no waste in these days of thrift.

* * *

A letter I received the other day I might as well pass the real meat of its contents on to the reader. The increased price of coal paid by the paper mill has added 3½c. net to its output per pound. There was a chance a few months ago for an ease-up in paper price, but now that Uncle Sam has got into the world war, no ease-up is in sight. Quite a few of the ingredients that go into paper and cover stocks are also required for munitions, and all the metals that are non-ingredient are used in shells, and there you are. If your customers are waiting for a drop in paper price before getting catalogues and other necessities printed, you might as well tell them now as at any other time the real conditions, and urge them to release their orders. Perhaps prices will go higher.

THE KNOWLES BILL

THE Knowles Bill had a desired presentation and consideration in Parliament last month, being brought forward by its framer, E. W. Knowles, solicitor, representing Moose Jaw. Mr. Knowles read from PRINTER AND PUBLISHER's article, and succeeded in finding that it supported him in his opinions and objects. Mr. Knowles said as follows:

The PRINTER AND PUBLISHER of March has an article on pages 15 to 17 opposing the measure, and the PRINTER AND PUBLISHER for April has an article on page 33. I have read these articles carefully and they give no arguments at all. Here is the whole of the PRINTER AND PUBLISHER's argument against the Bill:

"Just here is where Mr. Knowles and others fall into error; they declare that when a maker or seller has parted with his goods at an agreed upon price, his control over re-sale disappears; that he loses title in the goods when he sells them and is paid for them; and that re-sale prices are for the purchaser to determine and not for the maker to fix and enforce."

They say that is where I fall into error; I think that is where I rise into lucid vision. I may be very dull—and no doubt I am—but I am rather proud of the fact that I do believe that when a maker or seller has parted with his goods at a certain price, his control over the re-sale does disappear; I believe he loses his title in goods when he sells them and is paid for them, and I believe retail prices are for the purchaser to determine and not for the maker to fix and enforce. Their argument is no argument at all. Manifestly, if I pay for a Gillette razor, a price which pays the manufacturer for his invention, his patent, his control over the razor, his monopoly, because he takes all those things into consideration when he fixes his price, I have paid him for the charge he puts on all those things, and if they are things of value on the market I have a right to cut that market price or not, just as if I owned a horse, I could sell it cheap. If I have bought and paid for a thing, it is the most Prussian thing in the world for any one to say what I shall do with it; I can give it away as a Christmas present if I like, because this is a free country.

Since PRINTER AND PUBLISHER has quite failed to illumine Mr. Knowles's mind in what it has thus far written, it may be necessary to work over the old material and perhaps provide some new views, in an effort to convince Mr. Knowles that he is endeavoring to have enacted very foolish and very evil legislation. Mr. Knowles should read Fox's Book of Martyrs, and other like records, in which the perverse mind of honest men led to many iniquities. History overflows with the records of men of obtuse but wilful mind who succeeded in having their own way; and who later on, when the fruitage of their baneful sowing revealed its quality, learned the error of their ways. Heaven save us from honest dominant men on the wrong track! Mr. Knowles has the right feeling, and is headed the right way, but he is chasing the wrong pig. Some day—perhaps in Mr. Knowles's own lifetime—Canada will remember Mr. Knowles and his bill with sighing—this because Mr. Knowles is utterly wrong in his economics.

QUEBEC PAPERS AND CONSCRIPTION

THE proposed conscription legislation for Canada has led to many disorders in Quebec, on which the newspapers of the province comment as follows.

LA PRESSE'S VIEWS

La Presse, in a seven-column spread-line editorial on the anti-conscription demonstrations, said:

"Ever sincerely devoted to the interests of the people and in spite of clamorings of certain brainless ones, who are unable to read, *La Presse* considers that it is its duty to counsel calmness and respect of the law, on the part of those persons who believe that the projected imposition of military conscription for overseas service, upon Canadians is inopportune.

"That the citizens protest—it is within their rights to do so; but let them not disturb the social order; and we warn them against irresponsible demagogues who may incite them to the commission of excesses."

LE CANADA

Le Canada says: "Before examining the question of conscription on its merits, the Government should declare its reasons for the sudden imposition of this measure, and if it has any other object but the fulfilment of Sir Robert Borden's rash promise of 500,000 men.

"We must also carefully study the actual needs of the country, industrial and agricultural, and see in what measure Canada can furnish new units for her forces, and finally to establish if it is fitting to have the question decided not by a Government discredited as is the present one or a Government whose term has expired, but by the Canadian people."

LA PATRIE

La Patrie, whose windows were smashed by anti-conscriptionists, said in its columns:

"Neither threats nor the stones that cads may throw at our windows will cause us to alter our line of conduct in the least degree. What *La Patrie* publishes it considers to be in the best interests of the French-Canadians all over the country. We desire that order be preserved, in order that our compatriots may hold their heads high from one end of the Dominion to the other.

"The young men who gather in the public places, who parade in the streets, and break the windows in newspaper offices, do they know what all this is leading to? Are they taking into consideration the discredit they are casting upon our race, and the harm they are doing to our metropolis?"

"Do they wish to throw the country into a state of revolution?"

"It appears that they have forgotten their responsibility as British citizens, and also the value of our institutions and the liberty we enjoy."

L'EVENEMENT

L'Evenement, the leading Conservative French daily of Quebec, thus says about conscription:

"This measure is now necessary to assure the effectiveness of Canada's participation in the war. It will be the price, for us as for the other Allies, of that victorious peace which is the aim of all the civilized world.

"As for the Province of Quebec, conscription might be of some advantage to make its inhabitants better known to the other Provinces. Courcellette has proved that the French-Canadian soldier is just as good as any other at the front. There is no doubt that he will now conquer the esteem of all races by his chivalrous mind and his respectable life. Thus many prejudices will go by a better understanding of those concerned.

"And then conscription will officially explain why Quebec was behind in the line of voluntary recruiting. For instance, when the men of 18 to 25 will be called under color it will be shown that at that age a French-Canadian farmer is already the happy father of a family.

It is a great comfort to see that the leading Liberal newspapers of Canada accept the announcement of conscription by a Conservative Government as a necessary measure, which was to be expected. This means that politics will not aggravate the situation, which otherwise would have brought this country to the disaster of a general election. This is the hour of sacrifice and expiation. The only thing to say is '*Sursum Corda*'"

During anti-conscription parades in Montreal the windows in *La Patrie* and *La Presse* were smashed by stones. Tancred Marsil, editor of *La Liberte* and former Conservative candidate in Bagot, is preaching the doctrine of "Revolution rather than conscription," and denouncing the leaders of both political parties for having sold the liberty of the Dominion to the Imperialists.

Henri Bourassa, whose paper *Le Devoir*, is the organ of the Nationalists, takes glory for having, in the face of contumely and ostracism, been a true prophet of what was to come. He thinks Canada has done enough.

MAY GET SUNDAY PAPERS

THE citizens of the Canadian border cities may soon be able to purchase Detroit newspapers on Sundays without having to cross to Detroit. An arrangement by which newsboys can deliver papers Sunday morning up to 9 o'clock may be allowed by the Attorney-General if the Lord's Day Alliance will consent. A petition asking for Sunday papers contained the signatures of more than 5,000 citizens of Windsor and other border municipalities.

It is stated that a petition is being circulated in Sarnia, which will be forwarded to the Provincial Government, asking that the circulation of Sunday newspapers be permitted.

HOW A POET WAS MADE AND FOUND

Last week after pay-day I got drunk. I was a linotype operator. And when I got back on the job, Still drunk, Like a fool I ran my copy through like this,
In single sentences—
No paragraphs,
No correct spacing,
Just stuck the lines in where the beer told me to,
With now and then a cuss word as the occasion seemed to demand it.
As a result the foreman fired me and told me not to stick my head in that composing-room again unless I wanted it Punched off.
But the next morning when I got up with my head splitting,
There was a letter from the main squeeze giving me a job on the staff.
So here I am!
I'm a poet!
A writer of *vers libre*!
Good-night!!—H.W.S.
—From "A Line o' Type or Two," in the *Chicago Tribune*.

LORD NORTHCLIFFE'S APPOINTMENT

LORD NORTHCLIFFE, at the request of the War Cabinet, has accepted the position of head of the British war mission in the United States. Lord Northcliffe's task will be to co-ordinate the various British missions, and act in concert with the missions of the Entente Allies and of the American and Canadian Governments. It is expected that he will not return to England inside of six months.

HILAIRE BELLOC READS TORONTO DAILY

HILAIRE BELLOC, famous war writer, sent the following letter to the editor of the *Toronto Mail and Empire*.

Sir,—I see that you say in one of your issues of March last that my statements on German numbers in *Land and Water* showed German field strength to be rapidly declining, and you specifically refer to calculations made in January, 1916. I think you owe it to me to give precise references. Since the exaggerated estimates of enemy losses in early 1915 and late 1914 were corrected by later and fuller evidence, the figures given in *Land and Water* have always been strikingly confirmed by events; the dates of the calling up of each class have been accurately foreseen to within a few days, as have the dates of the calling up of exempts, etc. At this moment my figures of a million (in round numbers) as German reserve strength last December are proving true, I think, and in general I am at a loss to conceive what set of figures you have in mind. No carefully compiled and tested calculations have appeared in any other English organ, and if those printed in *Land and Water* were misleading all I can say is that the course of the war has very exactly confirmed them. If you will quote the passages which on or after January, 1916, seem to you inaccurate as calculations, I shall be happy to reply.

Very faithfully yours,

H. BELLOC.

London, April 24.

EDITOR OF THE LONDON TIMES

How many people know that Mr. Geoffrey Robinson is editor of *The Times*? A very few compared with the numbers who fifty or sixty years ago knew John T. Delane, *The Times*' most famous editor.

Delane lived for a time in Sergeants' Inn in Fleet street, and rode on horseback down Fleet street and through thoroughfares now non-existent into the maze of little streets or courts now covered in large part by the west end of Queen Victoria street. He must have been a familiar and an interesting figure in Fleet street.

Of Geoffrey Robinson the world outside press circles has heard little, and there is but little mention of him in press circles according to my experience.

Sir William Robertson Nicoll says Mr. Geoffrey Robinson was watched by Lord Northcliffe a long time before any communication passed between the two.

Robinson was a fellow of All Souls', secretary to Lord Milner, and in complete control of a group of journals in Johannesburg. He became *The Times*' correspondent in South Africa, and this led to his being *Times* editor.

M. O. HAMMOND'S BOOK

CONFEDERATION and its Leaders is the title of a book by M. O. Hammond, City Editor of the *Toronto Globe*, and being published by McClelland, Goodchild and Stewart, Toronto. The book will sell for \$2.50.



Melvin O. Hammond, City Editor of the *Toronto Globe*, and author of "Confederation and its Leaders," just published.

The volume is a careful study of the battle for Confederation as seen through the participation in it of leading figures on both sides. Mr. Hammond has spent a long time in the preparation of his book, and in its production has rendered Canada a truly great service. His task was a labor of love throughout.

Mr. Hammond was for seven years editor of the old magazine section of the *Toronto Globe* (now discontinued) and there acquired a valuable and broad experience as editor. He also served the *Globe*—with which newspaper he has been for twenty-one years—as a parliamentary reporter both at Toronto and Ottawa, and so acquired in this experience a sense of and taste for politics. He has been a generous contributor to Canadian magazines—*MacLean's*, *Canada Monthly*, and the *Canadian Magazine*, and is a member of The Arts and Letters Club of Toronto.

JOFFRE

THE American tides of affection for Marshall Joffre of France that had been rising through the previous sixteen days reached their flood with the presentation to him in New York on May 10 of the golden miniature of the statute of "Liberty Enlightening the World," transmuted from the subscription of citizens gathered and administered by the New York *World*.

The little statue is a miniature of the famous Statue of Liberty in New York Harbor, which the *World* for years has been instrumental in caring for.

The *World* Joffre Fund on May 11 amounted to \$2,078.52. This represents the subscriptions, large and small, of 2,216 persons, nearly all of them New Yorkers, but quite a number from other cities and

other States insisting upon the privilege of joining in the tribute to the Hero of the Marne.

GEO. W. COPE RESIGNS

GEO. W. COPE retired on May 1 from active participation in the editorial conduct of *The Iron Age*. Both in the length of his career in iron trade journalism and in the high character of his service to this journal and the industries it represents, Mr. Cope has a unique distinction. In 1883, when Mr. Cope went from Philadelphia to New York to become associate editor of *The Iron Age*, trade journalism was in the making. In 1885, after nearly two years' service as associate editor, of *The Iron Age* in New York, Mr. Cope resigned to become secretary of the American Iron and Steel Association. In January, 1887, Mr. Cope accepted the position of western editor of *The Iron Age* with headquarters at Chicago. In May, 1902, it was decided that his services were more imperatively needed in the home office. In his fifteen years at Chicago he represented the David Williams journals at scores of conventions in iron and steel, hardware and stoves, metal working and foundry trade through all of which he became widely known.

For the past fifteen years, most of that time as managing editor, in addition to important editorial writing and the supervision of parts of the work in the New York office, he has had charge of the copy desk. It would be difficult to overestimate what his alertness, his precision and his scholarship have done in the betterment of the tens of thousands of manuscript pages that have passed through his hands in that time.

Probably no other editor connected with the David Williams Company had to do with more sides of its editorial work than Mr. Cope. In the period of his Chicago editorship he not only served *The Iron Age* as to its iron and steel and machinery interests, but contributed voluminously to the columns of its hardware department. Likewise he had much to do with the pages of the *Metal Worker*, an associated publication, being for a time its managing editor, in addition to his regular responsibilities.

WOMEN READ "JACK CANUCK"

THE Dauphin (Man.) *Herald* reports rather an odd incident. The Local Council of Women requested the newsdealers of the town to discontinue the sale of *Jack Canuck* on the streets by boys. This move started an investigation, which revealed the fact that the largest purchasers of this publication in town are women.

C. A. ABRAHAM LIKES PRINTER AND PUBLISHER

I WANT to add a word of congratulation on the improved appearance of *PRINTER AND PUBLISHER*. I have read this paper for a number of years, but it is more interesting now than at any other period that I can recall. In fact, I know of no paper in the same line that is as interesting to Canadian publishers as *PRINTER AND PUBLISHER*.

C. A. ABRAHAM,
Business Manager,
Vancouver Daily Sun.

MUZZLING THE NEWSPAPER

THE New York *Tribune* is being sued for libel by Gimbel Brothers, department store owners in several cities of the United States. Damages of \$1,000,000 are asked. The *Tribune* pleads that what it said is true and in the public interest.

The alleged libel consisted in the *Tribune's* publication of charges against Gimbel Brothers of persistently and consistently making false statements in their advertising designed to deceive the public, and persuade it to buy inferior goods at excessive prices.

For a long time the *Tribune* refused to accept Gimbel Bros.' advertising, and it was only after many interviews with the head of the concern, and repeated assurances from him that practices complained of would be eliminated that the *Tribune* agreed to take the advertising. In the end, because falseness of practice and statement continued as formerly the *Tribune* refused to carry further advertising.

In the *Tribune's* defence, it points specifically to numerous instances where newspapers in Philadelphia and Milwaukee, where Gimbel Bros. operate, were silent on matters pertaining to conditions and practices of an evil sort and fruitage in the conduct of their business, and which became the subject of investigation.

PRINTER AND PUBLISHER'S object in noting this *Tribune*—Gimbel incident is to suggest that not a few newspapers in Canada are muzzled more or less completely by the advertisers using space in them. When a wrong condition obtains, or where mistakes against absolute right are made the offenders surely get punished soon or late. What is sowed is reaped—inevitably. Yet many men, clear-eyed in most matters affecting their business, shut their eyes against the right when easy and plentiful dollars can be won by blindness.

MONTREAL "DAILY MAIL" TROUBLES

B. A. MACNAB, former editor of the Montreal *Daily Mail*, has presented a petition for a winding-up order against the company, owing to a claim of \$6,000 for unpaid salary.

The company, in contesting the petition, sets forth that MacNab was to have received a salary of \$7,000 a year and a large block of stock.

That among others whom he induced to join in the foundation of the company was Sir William Reid, of Newfoundland, who was interested in the promotion of certain political propaganda.

It is also set forth that MacNab absented himself from his editorial duties and assisted the interests of Sir William Reid, from whom he received \$16,500 in settlement of a claim for \$20,000.

This money the *Daily Mail* Company claims, because it was understood that any compensation received from Sir William Reid for the furtherance of his propaganda would be the property of the newspaper company.

The publishers of the *Mail* have made the following statement:

"This newspaper's position is clearly set forth in the contestation that Mr. MacNab is not a creditor, but is indebted to the *Mail* to the extent of \$16,000, the amount received by him from Sir William Reid, a shareholder of the company,

under an agreement, and has not been accounted for. The *Mail* also alleges that the MacNab action is inspired by malice and that it has no warrant whatever for a winding-up order, as the company's position is stronger than at any time in the past two years.

"The officers of the *Mail* Company have no uneasiness whatever over the outcome of the action. Counter actions have been taken against MacNab by M. E. Nichols, president of the *Mail* Company; also against the Montreal *Star* and the *Gazette* for publishing allegations declared to be false and malicious."

Filing his response to the contestation of his winding-up order application against the *Daily Mail* Publishing Company, Brenton A. MacNab contends that a certain sum of money he got for personal work should not have been paid to the company, as claimed by the contesting respondents. It was his privilege to do outside work as it was the privilege of M. E. Nichols, joint manager with Mr. MacNab, to do the same.

THE DAILY MAIL'S ACTIVITIES

WE HAVE, repeatedly, advised capitalists against giving financial support to newspapers that cannot live on their legitimate income from subscriptions or advertisements. Such contributions are very unfair to, and keenly resented by, the dailies and weeklies that are conducting their affairs on business lines. The connection is frequently exposed and when it is, it reflects upon the corporations and newspapers generally. We, ourselves, have, on several occasions, had to compete with just this sort of thing. A case in point came to light last week. B. A. MacNab was managing editor of the Montreal *Star*, and M. E. Nicholls was on a Winnipeg paper. They induced several capitalists, including Hon. Josiah Wood, New Brunswick, and Mr. Reid, son of the distinguished Newfoundland railway man and Montreal financier, to contribute large sums of money to start the *Mail* and the *News* in Montreal. With such excellent papers, as the *Gazette* and the *Star*, already well established, and particularly well edited, Mr. Nichols—a man of very ordinary ability, notwithstanding unusual political pull—had very little chance. The *News* was eventually discontinued and now Mr. MacNab is moving in the courts for the winding up of the *Mail*. He makes the following remarkable statement where he alleges that Mr. Nicholls had engaged in other enterprises and occupations for his personal benefit without accounting to the company. These enterprises are specified as follows:

(a) An endeavor to obtain shell contracts for one of the shareholders in the respondent company.

(b) An endeavor to obtain a similar contract for a certain company in which the managing director's father-in-law, Hon. Josiah Wood, Lieutenant-Governor of New Brunswick, was interested, namely, the Record Foundry and Machine Company, of Moncton, N.M.

(c) An endeavor to obtain a high command for Lieut.-Col. Frank B. Black, brother-in-law of the managing director of the respondent company, in the overseas expeditionary forces, and subsequently endeavored to obtain promotion for this officer through the influence of Cabinet Ministers and Government officials, and that such promotion was accomplished through this and other causes.

(d) Endeavored to obtain for the said Hon. Josiah Wood a prolongation of his office as Lieutenant-Governor aforesaid.

(e) Endeavored to obtain a price, declared by the Courts to be exaggerated and unjust, for the Carslake Hotel property from the Dominion Government in the interests of some of the shareholders of the company respondent.

(f) Endeavored to obtain a revision of asphalt contracts for the City of Montreal in the interests of other companies.

(g) Endeavored to sell to the British Government aeroplanes in the interests of one Ruddy, of Toronto, with whom Harry A. Dorsey, one of the directors of the respondent company, was associated in billboard advertising.

(h) Endeavored to adjust as between the aforesaid Hon. Josiah Wood, and the Harbor Commissioners of Montreal, through bespeaking the influence of the Hon. J. D. Hazen, Minister of Marine, certain disputes with regard to certain property on the harbor front at Montreal.

(i) Endeavored to prepare the way for an adjustment as between the newspaper of Canada and the Dominion Government in respect to postage rates, for which work the respondent company's managing director was paid a considerable sum of money, none of which was turned in to the company respondent.

And endeavored to obtain in the interests of the Canada Street Car Advertising Company a contract with a street railway in Toronto.

In connection with Mr. MacNab's allegation (i) it is rather a coincidence that, Mr. Nicholls reported trade and technical newspapers were of no public service, and therefore should not be given newspaper postal rates. At the very time Mr. Nicholls' paper was in court last week, charged with insolvency, the editors of all the important trade and technical papers in the United States—several Canadian editors also were invited to be present—were, on the invitation of President Wilson, in conference with the Cabinet and the Committee of National Defence. The latter is composed of the biggest financiers, railway presidents and business men on the Continent. These practical men found business papers indispensable in their regular daily work, and want their assistance now the nation is in danger.—*Financial Post of Canada*.

NEW JAPANESE MONTHLY

A MONTHLY review, the *New East*, is being founded in Tokio, Japan, by J. W. Robertson Scott, formerly of the *Pall Mall Gazette*, London. Hugh Byas, for the last two years editor of the *Tokio Advertiser*, will be associate editor and business manager of the review. Mr. Byas is a former London *Times* man.

The review will be bi-lingual, English and Japanese, and will endeavor to promote better relationships between the two peoples. The *New East* will have the assistance of a London committee composed of Lord Burnham, proprietor of the *Daily Telegraph*; G. W. Prothero, editor of the *Quarterly Review*; J. St. Leo Strachey, proprietor-editor of the *Spectator*, and C. V. Sale, of Sale & Frazar, Ltd.

TO-DAY

To-day is the biggest thing that's living;
The days gone by, no passions stir;
It's to-day we should be giving.
Gifts of frankincense and myrrh.

Yesterday we had to borrow
From the sunshine stored away;
It may rain again to-morrow
Or be gray—but say
It's fine to-day.

Three Most Important Items of Factory Cost

The Distribution of Costs—Charges Against the Job—Charges Against General or Shop Expense—Is Type a Tool?—Quoting an Honest and Profitable Price

IN EVERY manufacturing operation there are three items of great importance that are so interdependent that it is almost impossible to truthfully consider them separately. These three items or classes of expenditure really cover the entire factory cost of the product and, therefore, any error or confusion regarding one of them is likely to upset all calculations as to cost of production.

These items are labor, material and tools. There can be no product without the combination of all three. The laborer must have tools with which to work and material upon which to work.

The printing business is no exception to this general principle and must employ the same factors, though the method of distributing their cost may differ.

DIVISION AND CHARGING OF COSTS

Labor is chargeable directly to the job, as is also such material as appears in whole or in part in the finished work and becomes a physical part of it: while tools are of necessity charged to the department as a general or shop expense.

Some materials, however, such as molding sand in the iron or brass foundry, the wax used by the electrotyper, and the type of the printer cannot have their cost traced directly to the individual job at a reasonable expense for accounting, and must, therefore, like tools, become a general charge on the productive department.

This has led to the mistake of considering type as tools and the distortion of all cost calculations in the composing room and frequently to the making of prices by the printer which were injurious to him and to the trade.

So prevalent and plausible was this error that the Lanston Monotype Machine Company itself was misled to the extent of calling the type "tools" in some of our earlier literature; but investigation and experience have taught us the truth and we now realize that "type" is only the name used to designate an intermediate stage of the manufacture of metal into forms of printing—the real material is the metal.

TYPE NOT A TOOL

For many years printers have looked upon type as tools and spent large sums of money for taking care of it on this basis so that it could be used again and again until completely worn out.

That this has been a wrong classification is now positively known and is capable of practical demonstration.

What is a tool?

The International Dictionary says: "Tool—an instrument of manual operation as a hammer, saw, plane, file, etc., used to facilitate mechanical operations; an instrument of use or service; the instrument of a handicraftsman or laborer in his work."

To a certain extent this definition might be said to cover type, and it is upon this idea that the great typefounding industry has been built. The type foundries have taught the printers that types being tools must be handled carefully and used

While the accompanying article is frankly a plea for the employment of machine-set composition as against hand-set composition and of individual type, the views are suggestive and likely to be stimulating to those men in earnest in their study of printing costs. So PRINTER AND PUBLISHER passes on this interesting article which appeared in "Monotype," the house organ of the Lanston Monotype Machine Company, Philadelphia

many times. The printer knowing the price he was paying for type was compelled to believe this to be correct and spent vast fortunes in carefully putting the type back into the cases and getting it ready to use again.

The idea that a type was a tool seemed to have the sanction of the philologist and of the manufacturer, why should not the printer accept their dicta and act accordingly? He did; and the typefounders proceeded to improve the type-tool and render it still more expensive, until it seemed that the whole composing room actually revolved about those little pieces of metal.

As tools, type have ruled the printing business for many years.

The first printers made their own type and history shows that some of them at least considered type as tools, but we doubt that they used it until it showed half the wear of some of the type in use to-day.

TYPE IS MATERIAL

Now, let us look at the other side of the question. Movable type was without doubt evolved from the idea of cutting an engraved block into pieces and rearranging them. It was then most certainly material and not tools. Then came the invention of type cast singly from metal by the printer himself and, therefore, still material in the first stages of manufacture.

Suppose we stop right here and see what the dictionary has to say of material. Here it is: "Material—substance or substances or the parts, goods, stock, or the like, of which anything is composed or may be made, or which is necessary to the doing of something." This latter definition plainly put type in the material class, even though it does not directly appear in the finished product, for there is nothing more certain than the fact that type is a material *which is necessary to the doing of something*.

However, let us go a step further and consider the modern composing room with its type-making and type-setting machines to which the metal comes as raw material and in which the type or slugs are merely a stage in the process of manufacture. Now, it does not make any difference (except cost) in the process of manufacture whether the work is all carried out under one roof or scattered through a dozen buildings. The type metal may be prepared in one place, the type cast in another, the arrangement into pages and

forms carried out in a third, electrotypes made at a distance, presswork done in a far city, and the binding in still another place; the final result is the book and all processes leading up to it are but stages of manufacture and conversion of raw material into a finished product.

THE COST OF METAL

In making this book, or other pieces of printing, we have used a number of tools large and small and several kinds of material—metal, paper, ink, cloth, glue, etc.—*all necessary to the doing of the thing*. The metal mixer, the machine operator, the compositor, the pressman, and the binder, represent the labor that has used tools to work on these materials in their various stages of manufacture and the cost has been more or less according to the skill and time used. The metal was not the most expensive item of material, even though the labor upon it may have been if there was only a small edition.

Even granting that the metal in its type stage was the most expensive material that would not be a justification for calling it tools and spending upon it more than its value in order to use it again as second-hand material. It is possible to build a complete house from second-hand bricks, lumber, etc., but what would you think of a contractor who tried to do it for you after making a bid on your specifications? Only a question of degree for second-hand type cannot give perfect impressions no matter how much labor is wasted on it.

Such being the case, why should printers continue to waste time handling second-hand material in the shape of type? There is no reason except a false education as to the relative value of time and material because of the misconception that a type is a tool.

Type is material and not tools and the sooner printers realize this fact and remodel their composing rooms and cost systems in accordance therewith the sooner they will be in a position to make honest prices and a profit on each job.

CANCELLATION OF CLUBBING RATES

OWING to the fact that papers, which formerly allowed us a commission which made it possible to club them with the *Free Press* and give a discount to our customers, have reduced the amount of commission to such an extent that it is not now worth our while to act as their agents, the *Free Press* herewith discontinues the practise of accepting subscriptions for any outside paper. Properly enough when we act as agent for these papers we are asked to adjust any difficulties which may arise. Sometimes a cheque goes astray, or owing to the similarity of names the wrong name is forwarded and often delays, which are annoying to our customers and ourselves, are occasioned. Now that we would have to ask you full rates for other papers we consider it more satisfactory for the subscriber to deal with the firms direct. If you have ordered any papers and they are not being forwarded satisfactorily let us know as we wish to clear our books of this business as soon as possible.—*Alvinston Free Press*.

TICE REMAINS IN CANADA


OF INTEREST to a wide circle of members of the printing craft in Montreal and Eastern Canada is the announcement that Charles H. Tice, Manager of the Montreal Printers' Board of Trade up till the time of its dissolution due to war

When ordering rollers, printers should send to the roller maker the actual diameter of the rollers required.

The roller maker's concern is to see that the summer roller is hard enough to stand the summer weather, and yet not too hard for perfect inking and long life.

HOW PUNCTUATION BEGAN

THE first to develop a rational and comprehensive system of punctuation were the famous Venetian printers, Aldus Manutius, his son Paulus, and the latter's son, Aldus J. Aldus Manutius, also known as Teobaldo Manucci and Aldo Manuzio, was not only the founder of the famous Aldine Press and one of the greatest scholars of his time, but he was the father of punctuation in modern times.



JUSTICE

to our customers means giving full court, keeping promises, being on time, and doing the best possible quality of work. Justice to ourselves means getting fair prices for our services, and being allowed reasonable time on orders. On this basis we are successfully operating our printing plant, and do this basis we solicit an opportunity to confer with you on the subject of your printing needs.



THE SQUARE DEAL PRINTSHOP
702 BROADWAY
COR. 11th ST.
K. S. Thordarson
SASKATOON
SASK.

Very neat blotter produced by K. S. Thordarson, job printer, Saskatoon, showing superior typographical sense and execution, yet not different from the common run of printers' blotters to be very impressive as a selling agent. Something better in the matter of attention-getting effect is shown by the illustration along side.

conditions, and for ten years previously, has been appointed manager of the Dominion Printing Ink and Color Co., Ltd., for their Montreal and Eastern Canada territory, with offices in the Southam Building, Montreal.

GOOD SUMMER ROLLERS

The Canada Printing Ink Company sends to PRINTER AND PUBLISHER the following seasonable material relating to rollers: Glue and glycerine are the chief raw materials entering into printers' roller composition. A tough resilient composition is the ideal.

The time required for the proper seasoning of rollers depends entirely upon weather conditions. When the weather is cool, and dry atmospheric conditions prevail, rollers will acquire a tough surface or face in a few days, but during damp or humid weather they will absorb moisture instead of seasoning. A roller that is sticky to the touch is not seasoned.

Produced and
Printed by
The Craik News
Printer and Publisher
Every Thing in Printing

THE CRAIK NEWS
PRINTERS & PUBLISHERS

EVERY THING IN PRINTING

L. E. BROWN, Proprietor and Publisher

Letter-head commendable for its neatness and sense of display values. Original was in two colors, the borders and ornaments being in delicate brown, the text in a deep blue-black. Stock was a delicate azure. A letter-head combining dignity and pleasingness, and in itself a demonstration of the ability of the Craik News to do good printing.

Rollers that are used before they are properly seasoned cannot give the best service.

Rollers should not be stored against damp walls where they can absorb moisture, nor in direct sunshine. In hot weather rollers in racks should be turned over occasionally to prevent sagging.

New rollers should always be carefully and evenly set. In dry weather, rollers will shrink slightly, and in damp weather they will swell. Proper setting produces proper inking and lengthens the life of the roller.

Rollers become "sticky" when they absorb moisture. A "dry bath" of powdered magnesia or French chalk helps to dry out surface moisture, and can be applied as frequently as desired without damage to roller surface.

One roller that melts on the press may spoil three or four other good rollers. If ink does not carry to end of the rollers, a few drops of oil will prevent overheating. Rollers should never be allowed to run "dry" on the press.

Bank News

Largest Circulation of Any Bank Paper in the World

Vol. I JULY 31, 1914 No. 9

McAdoo Will Deposit \$34,000,000 in National Banks to Move Crops

Secretary of the Treasury McAdoo announced this week that he had decided to offer the national banks of the country for use in the crop movement and other legitimate business \$34,000,000 for the emergency fund of the Treasury. The loans are to be available immediately, interest at the rate of one per cent a year will be charged for them. The offered amount will be increased if necessary.

Versatile Career of William Livingstone

The proverbial story about the newsboy who worked industriously and later became a banker sometimes comes true. William Livingstone began his business activities as a newsboy. Later he owned a metropolitan daily; today he is president of the Blind Savings Bank, Detroit, and has been since it started.

Mr. Livingstone is widely known among the banking fraternity, as he was at one time president of the American Bankers' Association. He has been in his busy career, a sales agent, a railroad engineer, president of the Michigan Bankers' Association, president of Detroit Board of Commerce, president of Detroit Park and Boulevard Commission, a one-time member of the Michigan Legislature, and has served the Republican party on both state and national committees. For more than forty-five years he has been identified with lake shipping and is president of the Lake Carriers' Association. He is a director of the Security Trust Company, and this only tells in part the wonderful versatility and capacity for work of the President of the Blind Savings Bank—Mr. William Livingstone.

"A simple fact that gets to a man's mind is worth a cart load of figures which takes an expert to decipher."—Lewis

Brand New Advertising Idea

Broadway Trust Company, New York, has a brand new advertising idea and there is practically no expense attached to it. Its statement blanks have been enlarged, and each month will have a reader in red at the attention to some feature of the company's service. It is a clinch that the Broadway's idea will succeed, for it is available to every bank of "nothing at all to pay."—Chicago Banker.

PUBLISHED BY BURROUGHS ADDING MACHINE COMPANY
D. W. BARK, District Manager, Bankers Investment Bldg., San Francisco, Cal.



"Your account is overdrawn. Mr. Jones. You must be missing it. Mr. Brown, I have six checks left in my box."

From the July 11 issue of Grand Island, (Nebraska) Daily Independent.

Another Evidence of Progressiveness

"Continuing the progressive policy, with the desire of furnishing even greater service to their customers, the Grand Island National Bank has recently installed a most wonderful machine. The large city banks the country over have been for some time rendering on the first of the month or at any time called for by the customer a detailed statement of his account. The Burroughs which the bank has installed lists each check in detail, and automatically subtracts it from the customer's balance, and also shows the total checks for the day. To this amount is added the day's deposits, and the new balance is computed entirely in the machine, procuring the results entirely by the assistance of the machine itself.

is saving the bank about 50 per cent of the time required for this calculation by the old pen and ink method, and this 50 per cent saving in time is going to be used by the bank in their present excellent service tendered to all customers."



Headquarters Bank Building occupied by the Mercantile Bank & Trust Co., Boulder, Colo. This building is a Burroughs Adding Machine.

**If You Waste a Crust
You Waste a Bullet**

Your merchant is not responsible for high prices, but YOU ARE, unless you are exercising every possible economy in the use of food. It is a disgrace to leave any food on one's plate. Waste money if you want to, but, TO WASTE AN OUNCE OF FOOD IS A CRIME.

—THE—
VULCAN ADVOCATE
THE MEDIUM FOR ALL DISTRICT NEWS
\$1.00 A YEAR
VULCAN, ALBERTA

1917		JUNE							1917	
SUN	MON	TUE	WED	THU	FRI	SAT				
						1	2			
3	4	5	6	7	8	9				
10	11	12	13	14	15	16				
17	18	19	20	21	22	23				
24	25	26	27	28	29	30				

Pleasing mailing card issued by the Vulcan Advocate, Vulcan, Alta. Original was on smoke-color sunburst stock. Card was punched at top to invite and facilitate hanging. Not strong, however, in selling value, being more of a good-will maker.

This "news" type of blotter has merit in it. It is likely to get attention—get read and the name of its issuer impressed. Blotters too often fail to be read or to impress the identity of the firm sending it out. Printers, for themselves, and for their customers, will do well to give the "news" type of blotter their consideration.

Aristophanes, the ancient grammarian, invented a system of punctuation, but it was wholly lost during the dark ages, and no attempt was made to revive it until the reign of Charlemagne. Under the latter's direction, Warnesfried and Alouin formulated a punctuation system, but there were few rules governing the use of their signs, and they were practically worthless. Aldus Manutius and his successors of the Aldine Press increased the number of punctuation marks and established fixed rules for their use. Later grammarians have introduced some improvements, and the rules for punctuation have been changed somewhat and new ones added, but the punctuation system of the Manutius formed the foundation for that now in use.

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

F. C. Wade, Managing-Editor of the Vancouver *Daily Sun*, was in the East last month.

Mr. Goodall, Western representative of the *Monetary Times*, Toronto, was a visitor in Vancouver in May.

Milton Seizow, of Seattle, has been appointed Advertising Manager of the *News-Advertiser*, Vancouver.

Frank Bird, formerly in the advertising department of the Vancouver *Daily Sun*, has joined the staff of the *Western Canada Motorist*.

R. Jennings, of the Edmonton *Journal*, and J. H. Woods, of The Calgary *Herald* were holidaying at the coast during the first two weeks in May.

Ronald Kenyon, Marine Editor of The Vancouver *Daily Province*, was one of a delegation to Ottawa last month, to urge upon the Dominion Government the necessity of making Vancouver a national port. The delegation also urged the Government to take action in providing a drydock.

ALBERTA

Captain George Hunt, formerly news editor of the Edmonton *Bulletin*, was wounded in the recent battle of Arras.

W. M. Davis, editor of the Calgary *Albertan*, has been chosen as a candidate for the provincial legislature in one of the Calgary constituencies.

James R. Sharp, a former member of The Toronto *Star* staff, and previous to enlisting for overseas service, City Editor of the *Morning Albertan*, Calgary, is reported killed in action. He was 30 years of age, and went overseas with a Western contingent.

The *Daily Mail* of London, England, sent a paper to the Hudson Bay Company in Edmonton, but not being sure whether the city was in Newfoundland, Alberta, or British Columbia, they addressed it as follows: "Messrs. Hudson's Bay Co., Grocery Stores and Liq., Edmonton, Alberta, British Columbia, Newfoundland, Canada."

A Stratford young lady journalist who is reaching the highest rung of the ladder of fame is Miss Jean Grant. In the Western newspaper field Miss Grant became well known as a member of the staff of the Calgary *Herald*. She has now launched into a new venture as business manager and associate editor of the *Market Examiner*, which is the only market paper west of Winnipeg.

W. H. Clarke, King's Printer's Office, Parliament Buildings, Alberta, is the head of a military family. He was for many years staff sergeant with the 13th Royals of Hamilton, a North-west veteran and a famous shot. He has three soldier sons: Lieut.-Col. Thos. Clarke, late 4th Bn., who won his commission at Ypres; Lieut.-Col. F. F. Clark, O.C., 127th York Rangers Bn.; and Lieut. Ross Clarke, all with No. 2 Bn. Canadian Railway Troops, (formerly 127th York Rangers).

Lieut. J. R. Sharp, formerly a well-known Alberta newspaper man is reported to have been killed in action. He was a member of the staff of the *Morning Albertan*, Calgary, previous to joining a battalion of that city, and before this was editor of the *Bassano News*.

In July Edmonton will be visited by a party of newspaper editors from the United States, which will number about 1,000 persons. During that month the annual meeting of the National Editorial Association will be held in St. Paul, and, at the conclusion of the meeting, on invitation these editors will make a tour through Western Canada, starting at Winnipeg, where they will arrive on July 17. After spending a day or two in that city they will come west as far as Edmonton, where special preparations are being made for their reception by the Board of Trade. It is realized that the visit of this number of influential American citizens will have a very beneficial effect on the efforts to induce settlement of a desirable class of immigrants from the United States, as they will doubtless give a great deal of valuable publicity to the conditions in this country as they find them.

Mrs. Charles Thompson, whose name was recently put forth as Liberal candidate for the Provincial Parliament in Alberta, is an Ontario girl, formerly Miss Alice Elliot of Galt. She was born in that town and is well known in London. Previous to her marriage a year ago to Capt. Thompson she was in newspaper work in Calgary for some years, and was well known for her ability.

Mrs. Thompson declined the nomination in favor of W. M. Davidson, editor of the *Morning Albertan*, Calgary. Mrs. Davidson, by the way, had a most successful career as a newspaper woman, before marrying an editor-husband. She was a St. Thomas girl, and her first experience was gained on the St. Thomas *Journal*, going from there to Medicine Hat and subsequently to Calgary.

Both Mrs. Thompson and Mrs. Davidson are prominent members of the Canadian Women's Press Club. Mrs. Thompson has been made first vice-president of the provincial committee of organization of Alberta.

SASKATCHEWAN

Pte. Garner, formerly proprietor of the Colgate *Enterprise*, has been killed in action.

Hugh McKellar, editor of the Saskatchewan *Farmer*, of Moose Jaw, suffered a slight apoplectic stroke, recently.

L. A. Lubbock, formerly telegraph editor of the Montreal *Herald*, is now on the military beat for the Saskatoon *Star*.

George Collingwood, well known in Utah and Oriental newspaper work, has joined the staff of the Saskatoon *Star* as telegraph editor.

P. E. Lacey, editor and publishers of the Deloraine *Times*, has left for Tompkins, Sask., where he will enter the newspaper business, taking charge of *The Progress*.

Sergt. W. S. P. Gow, Princess Patricia's Light Infantry, who has been in France since December, 1915, is now back in England with the Officers Training Corps. Sergt. Gow was, prior to the war, on the staff of the Regina *Leader*.

The latest journalistic enterprise in the province is the *Estuary Review*, Leonard H. Horncastle being publisher. *Estuary* is a town which has grown to a population of 600 in two years. The *Review* is an English-German publication, published weekly, and in six columns, six pages all home print.

Arrangements have been made at all principal points on the Canadian Northern railway for the entertainment of the members of the American National Editorial Association who will visit Western Canada in July. Saskatoon will provide a dinner which will be prepared entirely from land and water products of the district of which the city is the trade centre.

The Regina *Courier* is facing an action for libel in the Supreme court. The action is being brought by Mrs. Margaret Buetel, the amount of damages asked for being \$10,000 in addition to costs. The alleged libel is contained in a letter which appeared in print in the German language in a recent issue, the letter appearing over anonymous signature. The letter made some derogatory remarks concerning the character of the plaintiff.

James Cruikshank, for several months editor of the Saskatoon *Star*, has been transferred to a similar position on the Regina *Daily Post*, which is also published by W. F. Herman, publisher of the *Star*. Before joining the Herman papers, Mr. Cruikshank was with the Saskatoon *Phoenix* for four years, beginning as a reporter and resigning as managing editor. J. D. F. Eustace, business manager of the Saskatoon *Star* since its organization in 1912 and formerly with the Saskatoon *Capital*, has been transferred to Regina as business manager of the *Post*. Fred E. Coucher, formerly telegraph editor of the Montreal *News*, has joined the telegraph desk of the Regina *Post*.

MANITOBA

Co. Q. M. Sergt. W. B. MacKissock, well known in Winnipeg, who has been serving with the Canadian Scottish battalion, has been

killed in action. The young man was the son of J. MacKissock, of the *Free Press* editorial staff, who was only recently awarded the military medal for bravery in the field.

ONTARIO

The Dundalk *Herald* and Bowmanville *News* have adopted the \$1.50 rate.

Gunner Le Roy Scott of the *Advertiser* staff, London, is reported in the casualty lists.

Last month the Leamington *Post-News* entered upon its forty-third year of publication.

James Reaume, of the *Times* office, has enlisted. He is one of four brothers to be in khaki.

William Findlay, business manager of the Ottawa *Journal-Press*, attended the A.B.C. Annual Meeting in Chicago.

Victor Vinen, a former junior member of the editorial staff of the London *Advertiser*, has been killed in action in France.

Hew Trill, formerly with the Toronto *World*, is now with the service department of The Gazette Printing Co., Montreal.

H. T. Hunter, vice-president of the MacLean Publishing Co., Toronto, is attending the A. A. C. W. Convention at St. Louis.

J. Harry Fowler, B.A., of the editorial staff of the London *Advertiser*, has been elected president of the London Canada Club.

Capt. W. F. Bradley, England, was killed in action. In 1914, William F. Bradley was the advertising manager of the Chatham *Daily News*.

Peter B. Thibaudeau is dead at Markdale, Ont. The deceased was a brother of R. S. Thibaudeau, of the Fort William *Times-Journal* staff.

The Oakville *Star* has received by registered mail a German Helmet sent by Major Geo. N. Molesworth, from "Somewhere in France."

The Tweed *Advocate* made an offer of one year's subscription to any one who would give 50 potatoes (average size), in exchange for the same.

Corp. H. Carman, Toronto, a former member of the *Star* staff, has been admitted to the Boulogne hospital with a wound in his right side.

J. Beverley Robinson, advertising manager of Canadian *Farm*, Toronto, has severed his connection with that publication, to become associated with Toronto *World*.

Lieut. Moses Oliver has been killed in action. Lieut. Oliver was well known in Kenora, having managed the business of the Winnipeg *Telegram* in town for some time.

The Thornbury *Herald* has decided to accept a full page advertisement from the T. Eaton Co., because the home merchants are not giving it the patronage they should.

Wm. M. Chisholm, B.S.A., Loch Lomon, N.S., has joined the staff of the Continental Publishing Co., Ltd., as advertising manager for their new magazine, *Rural Canada*.

Pte. Howard Edgar Degraff Hoffman, who was employed for a few months on the news editorial staff of the St. Catharines *Standard* seven years ago, has been killed in action.

Simon Jelly paid his forty-third annual subscription in advance to the Shelborne *Free Press* on May 5th, 1917, the anniversary of the first issue of the paper, May 5th, 1875.

William Grice, pressman of the St. Thomas *Times*, had his right hand caught in the folder of the rotary press and lost the first finger. His hand was also badly crushed.

The *Post*, published at Pembroke, has retired from the newspaper field. The *Post* was one of the papers that continued at the \$1.00 a year rate and the inevitable result followed.

The Markdale *Standard* has installed a Model 19 Linotype. The cost was, counting freight and installing, a little over \$3,000. Labor shortage made this purchase necessary.

J. P. Bender, who took over the jobbing business of J. Dopp, Kitchener, some time ago, is moving into new quarters above his bookstore and stationery business on King St. E.

J. W. Kedwell, publisher of the Ailsa Craig *Banner*, has been bereaved by the death of his wife. She was married to Mr. Kedwell in 1902, when he was publisher of the Petrolia *Topic*. A brother, William H. Dowling, is manager and editor of the Petrolia *Topic*, which paper Mr. Kedwell owned for 12 years.

Gunner Roy Scott, of the Canadian artillery, in France, formerly sporting editor of the *London Free Press*, and well known in London newspaper circles, has been slightly wounded.

The London Advertising Club has just completed the first year of its existence, and has already proven a live factor in the business life of the city. It has a paid-up membership of over 80.

"Dick" Pearce, formerly of the Toronto *World* reportorial staff, and now editor and publisher of the *Northern Mirror*, of Cobalt and Porcupine, was married last month to Miss Elsie V. Moull.

Clarence T. Lapp, editor and proprietor of the Brighton *Ensign*, has enlisted with the 8th Cobourg Heavy Battery draft. Gunner Lapp has made arrangements for the *Ensign* to be carried on during his absence.

The Renfrew Printing Co. and the Renfrew Journal Co. have amalgamated. The officers are T. T. Shaw, president and secretary-treasurer; W. D. Sampson, editor; and G. A. O'Neill, manager of the printing department.

Sidney R. Cook, proprietor of the Waymouth (Mass.) *Times*, has become editor and managing director of *Canada Monthly*, London and Toronto, Ont., and is also serving as treasurer of Vanderhoof & Scott, publishers.

Because local merchants declined to buy his space, the publisher of the *Thornbury Review* has decided to take a contract for advertising with the T. Eaton Co., of Toronto. The contract is for a full page ad each issue.

The Merchants Printing Co., Kitchener, have completed an addition to their pressroom and added a large new Meihle and a Miller Automatic Gordon Press feeder to their equipment. They report business exceedingly good.

Pte. Albert Hinsperger was reported killed, but his former employers, the Sovereign Press, Toronto, have received word that he is in a hospital in London, England. He was born in Canada 30 years ago, and his home is in Mildmay, Ont.

Pte. James Staples was killed in action on May 5 after nine months' active service in France. Pte. Staples was 25 years of age and for nine years before going overseas was employed in the mechanical department of the *Ottawa Free Press*.

Lieut. K. C. S. MacIver, son of Mrs. Campbell MacIver, of *Woman's Century*, was wounded on May 4. His father, C. MacIver, was for many years on the editorial staff of the *World*, and is now with the St. Thomas *Times*.

Col. Race, of Mitchell, Field Secretary for the National Sanitarium Association, has had a wide newspaper experience, and for a long time published the *Mitchell Recorder*. Later on he became Trade Commissioner for Canada, holding this position for 12 years.

Pte. Horace Ernest Fiveash has been killed in action. Pte. Fiveash, who lived the greater part of his life in St. Thomas, being an employee of the *Times* office while there, enlisted in Winnipeg. Pte. Fiveash, who was in his 30th year, was a native of England.

Ottawa and Hull anti-conscriptionists, emulating their brethren of Montreal, announced in a gathering last month that they would smash the windows of the *Ottawa Journal*, owned by P. D. Ross. Ten thousand people gathered in the neighborhood of the *Journal* office.

Four more from the Toronto *Telegram* staff have answered the call of their country and are now wearing the King's uniform. They are: Harold Midwood, Sylie Statham, Charles Prater, and G. Butler. All have joined up with the 69th Battery, under the command of Captain Jones.

B. C. Carroll, recently with the Gagnier Advertising Service, and formerly with the Toronto office of the Desbarats Advertising Agency, has joined *Everywoman's World*, Toronto. His new work will be in connection with the service and merchandizing division of this magazine.

Lieut. Joseph J. Walters has been killed in action. Prior to donning khaki he was a newspaper man, being on the reportorial staff of the *London Advertiser*. He was a native of Sarnia, but had lived most of his time in London, although he had also lived for a time in the United States.

Lieut. Bernard F. Trotter, son of Prof. Thomas Trotter of McMaster University, Toronto, has been killed in action. Lieut. Trotter was 36 years of age, a graduate of McMaster. Lieut. Trotter was at one time editor of the *McMaster Monthly*, and was a poet of some renown. He had been on active service for little over a year.

Lieut. Joseph J. Walters, a former popular member of the editorial staff of the *London Advertiser*, has been killed in action in France. He was a graduate of the London Collegiate Institute, and was a promising young journalist. Lieut. Walters, who went overseas with the 91st Elgin County Battalion, was but 21 years of age.

Between two and three hundred soldiers, including officers, and fifty-six nurses from the Chicago and Michigan Universities, passed through St. Thomas last month, and during a brief stay of a few minutes at the Grand Trunk Depot, they were given a reception by the members of the City Council, I.O.D.E. chapters and several hundred citizens.

Lieut. William Wallace, of Toronto, has been awarded the Military Cross. The Lieut. was at one time the publisher of the *Orangeville Advertiser*, afterwards he removed to Toronto where he was with an evening paper for five years. He then became the manager of a life insurance company, but had resigned from the position some time before he enlisted.

The Students' Administrative Council of the University of Toronto handed over to Canadian base hospitals in Canada and England the sum of about \$8,000. This amount is the profit on the *Varsity* war supplement, which was issued the end of 1916. Last year, as a result of the profit on the supplement, \$1,000 was placed to the credit of the University Base Hospital.

Ewart MacKay, son of J. F. MacKay, business manager of the Toronto *Globe*, is likely to be invalided home. Young MacKay was in the Royal Flying Corps and was driven down by two enemy planes. He dropped a distance of 7,000 feet and fell behind enemy lines but managed to shoot across into allied ground. His comrade was killed, while MacKay is suffering from shock.

Motor Magazine, formerly appealing to both the consumer and trade fields, will now be confined entirely to the consumer field. The publishers, H. Gagnier, Limited, have adopted this change in policy so that a new publication—*Motor Trade*—may be commenced, which will be devoted entirely to the interests of the motor trade. Arrangements will be made for a combination rate in both papers.

The *Timiskaming Herald*, published in New Liskeard, has suspended publication, but the office will be kept open and job work done. Help was found almost impossible to get. After the war, when help is more plentiful, stock cheaper and the old rate of subscription not so beggaring as at present, the *Timiskaming Herald* expects to be once more numbered among New Ontario's going concerns.

Three well known members of the Toronto Press Club, have been selected by Major-Gen. Gwatkin, Chief of the General Staff, Ottawa, to proceed east as members of the draft of the Canadian Officers' Training Corps, who are to be given commissions in the Imperial British Army. They are: Lieut. Clarke E. Locke, formerly of the *Toronto World*; Lieut. Douglas Kelly, of the *Mail and Empire*, and Lieut. Gordon Hogarth, of the *Toronto Star*.

The Kitchener Manufacturers' Association of the British League is planning an advertising campaign in connection with Kitchener products. In addition to stamping all products of members of the Association with the K.M.A. trade mark, it has decided to issue a 64-page brochure to be distributed among customers of the members throughout the world. The general object of the Association is stated as the promotion of the "industrial welfare of Canada's busiest city."

The *Ottawa Citizen* has published in booklet form a short story of a local window-dressing competition which it promoted, together with half-tone reproductions of the prize-winning windows. The publishers announce that they have organized a department to look after manufacturers' window-dressing material and that all national advertisers

using the *Citizen* may send window display material direct to them and that they will see that it is used to best advantage.

Last year five vacation schools were conducted by the Toronto Advertising Club. This summer there will be seven. A picnic for the children will be given, and it is intended to raise funds to provide industrial materials to be used in the education of the children. A committee in charge of the chairman of the vocational department will conduct a series of trade talks in the schools during the summer. Members of the Club will give these talks with illustrations where possible. The children will be taken on vocational visits through industrial plants to enable them to see how things are made.

Pte. Jack Topp is reported wounded. Pte. Topp was formerly an employee of the *Mail and Empire*. Pte. Topp is the brother of Capt. Beresford Topp, of the *Mail and Empire* staff. Capt. Topp was badly wounded last fall, but he was back in France for the opening of the drive this year. Both of the brothers took part in the assault of Vimy Ridge and came through without an injury. Friends in England have sent word that Pte. Topp is to receive a military medal for his conduct in that battle. Capt. Topp, who went to the front as a lieutenant, is expected shortly to be promoted to the rank of major.

Four boys were charged with selling newspapers in Fort William on the streets on Sunday. The boys were let go with a severe lecture and warned not to attempt to sell papers again in Fort William on Sunday. The papers were supplied by an agent of the paper concerned, and not by a local dealer. The local dealers have observed the law since the order was passed a few weeks ago that all such places must be closed on Sunday, and the police are considering measures to deal with the agent who came here from Winnipeg and attempted to have the papers sold in defiance of the laws governing this matter.

Robertson Y. MacLean now has charge of the sales division of the advertising department for *Everywoman's World*. Mr. MacLean is well known to Canadian advertising men and manufacturers, especially in the hardware line, from his old connection with *Hardware and Metal*. For two years Mr. MacLean was advertising manager for the Green-Joyce Co., departmental store in Columbus, Ohio, from which business he resigned to accept a commission in the C.E.F. Mr. MacLean's father, the late M. Y. MacLean, was well known to all newspapermen in connection with weekly papers in Seaforth and Picton.

Charles M. Bowman, M.P.P., of Southampton, who filed an action for damages against the publishers of the *Collingwood Enterprise*, for the publishing of an article, during the North Simcoe By-election, reflecting on Mr. Bowman's character, was given judgment by default at Walkerton last month. The action was against William Ashton Hogg and Emma Hogg, carrying on business as the Enterprise Publishing Company and also against the Enterprise Publishing Co. itself. While a defence was put in by the Publishing Co., no defence was entered by Hogg & Hogg, with the result that judgment was given against the latter by default. As this was seemingly a mistake of their solicitor, it is probable that an application will be made to have the matter re-opened.

The Toronto Press Club held its final meeting for the season last month. Due to the resignation of Hew Trill, who has gone to Montreal, an election was held, and Harry H. Johnson, *Toronto World*, was elected secretary for the balance of the year. A programme for the fall season was discussed and plans laid for the organization of a mock parliament. A committee, consisting of Harry Anderson, J. Munro, Tom King, Joseph Armstrong and President George Mitford, was appointed to go into the matter and perfect the details. It was also decided to hold a Toronto Press Club night at the Exhibition this year, and arrangements will be made to make it one of the biggest nights of the Fair. The Club recently auctioned off, among its members, its idle furniture.

The report of the activities of the Toronto Advertising Club presented at the annual

meeting held last month, showed that a very successful year has attended the efforts of this organization. The election of officers took place at this meeting, and the following men were elected: Hon. President, R. S. Coryell; President, R. F. Fitzpatrick; Vice-President and Chairman Finance Committee, Sidney B. McMichael Vice-President and Chairman Vigilance Committee, Weston Wrigley; Vice-President and Chairman Educational Committee, Ernest H. Dickinson; Chairman Membership Committee, Fred P. Miller; Chairman Publicity Committee, Edward L. Godard; Chairman Retail Committee, F. A. Guinivan; Chairman Entertainment Committee, Egbert R. Durand; Chairman Attendance Committee, Fren Booth; Hon. Secretary-Treasurer, W. E. Fice.

QUEBEC

Montreal *Daily Mail* has a lady reporter. The Quebec *L'Evenement* this year reaches its jubilee.

L. A. Lubbock has left the Montreal *Herald* to go west.

W. M. Stuart, of Montreal *Herald*, has gone back to Montreal *Standard*.

T. Murphy, Montreal, has joined the reportorial staff of the Montreal *Herald*.

Kennedy Crone, of Montreal *Witness*, has built a summer home at Beaurepoint, Que.

G. P. Sullivan, formerly of Montreal *Star*, has joined Montreal *Herald* reporting staff.

Horwood Mohr, of Kelowna, has gone to Golden to take editorial charge of the *Golden Star*.

Frank Carrell, publisher of the Quebec *Telegraph*, has been elected president of the Canadian Automobile Association.

W. M. Stewart, who has been assistant telegraph editor of the *Herald* for the last year, has rejoined the Montreal *Standard*.

Peter Wilson, formerly manager of the Verdun *Echo*, has gone to Woodstock as superintendent of the job department of the *Sentinel-Review*.

Major J. A. Filiatrault, of 22nd French-Canadians, was married to Miss Elizabeth H. Gilbert, of Hagley, Worcestershire, at Wolverton. He was news editor of *La Presse* when he enlisted.

Pte. Leslie H. Christie, a former reporter of Montreal *Witness* and *Herald*, and at one time on advertising staff of Verdun *Echo*, has returned wounded.

Arthur Lineham, manager of the Vancouver *News-Advertiser*, has received word concerning the death of Lieut. Lineham, his brother, in the storming of Vimy Ridge.

Joe Chandler, utility man of Montreal *Herald's* editorial staff, has been seriously ill for two months with rheumatic fever, but is recovering, with the fine weather.

Lieut. Walter H. Scott took part in the Vimy Ridge engagement and came through without mishap. Mr. Scott, in civilian life, was salesman in Montreal for *Southam Press, Limited*.

Lieut. "Hal" Brown is dead in Montreal. For a considerable time before he enlisted, in August, 1914, with the 14th Battalion, "Hal" was on the reportorial staff of the Montreal *Herald*.

Ubaldo Paquin, a Montreal journalist, and P. Penneon, a former reporter on one of the French dailies, have been addressing in inflammatory language crowds assembled in Montreal to oppose conscription.

Pte. Arthur Badmore, who was killed in action about April 10, resided at Jubilee and was well known both there and in Vancouver. Before enlisting he was an employee of the British Columbia Lithographing Company, Vancouver.

The Province of Quebec no longer collects the excess tax of 25 cents per cord on pulpwood from Crown land, so duty will no longer be collected by the United States on printing paper imported directly or indirectly from that province.

Charles H. Tice, formerly manager of the Printers Board of Trade, Montreal, now dissolved, has been appointed manager in Montreal of the Dominion Printing Ink and Color Co., Ltd., with offices in the Southam Building, Bluery Street.

Pte Allan Ross Macfarlane, who went overseas with a Highland regiment and served

through the Battle of the Somme and other engagements, fell at the Battle of Vimy Ridge on April 9. He was born in Renfrew County, Ontario, was 25 years old, and for some time previous to enlistment had worked on the Vancouver *Province* staff.

Verdun *Echo* canvassed leading citizens for opinions on conscription and discovered all English-speaking residents of prominence favorable to it. French-Canadian opinion was mixed, the Mayor and one alderman being amongst those who reserved their judgment.

C. F. Goldthwaite, recently advertising manager of Almy's Limited, Montreal, has joined the service department of the Canadian Advertising Agency, Montreal. Mr. Goldthwaite came to Canada six years ago. Since he has been in turn city editor of the Montreal *Herald*, news editor of the Ottawa *Evening Journal* and city editor of the *Evening News* of Montreal, when it was first issued. After a short connection with the *Evening News* he entered the Montreal branch of the Gagnier Advertising Service, where he remained until he accepted the position of advertising manager of Almy's Limited.

MARITIME PROVINCES

Printing and binding business in Halifax city is fair.

The Angldice Printing Co., was burned out in Halifax, at a loss of \$2,500.

Lawrence Manning has joined the writing staff of the St. John *Telegraph*.

Moirs, Ltd., Halifax, have put in a Chandler & Gordon press in their box factory.

Ernest McGrath, late of Boston, Mass., is now foreman of The Graphic, Ltd., Campbellton.

R. P. Allan, of the Fredericton *Mail*, has been appointed official reporter of the New Brunswick Legislature.

John Burgoyne, manager of the Royal Print, and Litho Co., attended a meeting of the Baptist convention at Montreal.

Rev. George Scott, formerly a newspaper man in St. John, has been appointed agent of the Children's Aid Society in that city.

The Halifax printers, who are fortunate enough to have gardens, are busily engaged after work, in cultivating them.

Alexander J. Goldie, formerly with the Partridge Pulp & Paper Company, St. John, has been reported killed in action at Vimy Ridge.

Lieutenant Horatio Crowell, formerly of the Halifax *Chronicle*, was wounded at Vimy Ridge and is reported in Earl Ellesmere hospital in England.

E. Nicole, of the news staff of the St. John *Standard*, has been in the hospital for three weeks, suffering from injuries received in an automobile accident.

John M. Gardiner is now city editor of The Fredericton *Gleaner*, vice Capt. J. Dong Black, who is going overseas as Quarter-master of the 236th N. B. Kilties.

C. Clancey, of the Imperial Publishing Co., who has not been well for the last couple of years, is now practically recovered, and is again actively engaged.

The job plants of The Maritime Press Ltd., and P. D. Ayer & Co., Moncton, have been united and will continue under the name of The Maritime Press, Ltd.

Frederick B. Sharpe, editor of the Sackville, N.B., *Tribune*, has enlisted in the signalling branch of the engineers and has left for the training depot in Ottawa.

Roger B. Chesley, formerly employed in the mailing room of the St. John *Telegraph*, is reported seriously ill in a Bologne hospital as the result of head wounds.

R. J. Finley, pressman for the St. John *Times*, has been notified that his son, W. J. Finley, has been seriously wounded in the thigh at the battle of Vimy Ridge.

Cecil E. MacWilliams, son of George F. MacWilliams, of the North Shore *Leader* and until recently editor of that paper has enlisted with the Signal Service Corps, at Ottawa.

Cyril McDonald, formerly of the St. John *Globe* news staff, has received his promotion from the rank of sergeant to the commissioned rank of lieutenant, in recognition of services at the front.

Frederick S. Sulley, who has been a member of the news staff of the St. John *Telegraph* for the last year, has resigned in order to seek a more suitable climate for his wife, who has been seriously ill.

A. E. McGinley, editor of the St. John *Standard*, has been relieved of his appointment as member of the New Brunswick Board of Moving Picture Censors, since the change in the local Government.

On June 1st J. T. Hawke, editor and proprietor of the Moncton *Daily Transcript*, and also the *Semi-Weekly Transcript*, celebrated the 30th anniversary of his assumption of the editorial control and ownership of the two publications.

Major Alfred J. Markham, formerly circulation manager of the St. John *Standard*, who went overseas with the 6th C.M.R., has been appointed as officer in charge of the pension bureau for the Province of New Brunswick.

Among the members of the 217th Battalion, at present stationed in St. John, are William Brundage, formerly sporting editor of the Regina *Province* and Eugene Barry, who was telegraph operator with the Regina *Leader* before enlisting.

Printers in St. John report plenty of business and busy times. Owing to the shortage of printers, owing to the large number who have enlisted, many of the shops have found it necessary to work at nights to keep pace with their orders.

James H. Conlon, of the writing staff of the St. John *Telegraph*, was married on May 16 to Miss Florence Duston. On the Saturday preceding the event he was the guest of honor at a dinner given by a score of his newspaper friends and others.

The St. Croix *Courier* newspaper, job office, printing plant, etc., at St. Stephen, which had been advertised for sale since the death of the editor and proprietor, Hon. Geo. J. Clarke, was disposed of last month by tender to Conservative interests, and will be continued.

Herbert C. McCafferty, who received his newspaper training in St. John, where his family resides, and who has been a member of the writing staff of the New York *Sun*, has been gazetted a lieutenant in the United States army, and has taken up his military duties.

John S. Scott, editor and manager of The Union *Advocate*, Newcastle, underwent a serious operation at the Miramichi Hospital, Newcastle, recently. He is now on the road to recovery, but it will be some time before he is able to resume his duties. During his absence The *Advocate* is in charge of R. A. N. Jarvis, superintendent and news editor.

When Lieutenant Kenneth Creighton, formerly day editor of the Winnipeg *Telegram*, was mentioned in the despatches as wounded, his father, H. C. Creighton, of St. John, made immediate inquiries through official channels. A month later he received word from Ottawa that his son still was on duty and there was no record of his being wounded. The following day an official despatch announced that he had been wounded two days earlier at Vimy Ridge.

"The Breath of the Heather" is the title of a breezy monthly, published in the interests of the 236th N.B. Kilties Battalion, now stationed in Fredericton preparatory to going overseas, the first number of which has appeared recently. The editor of the battalion journal is Captain J. Douglas Black, formerly news editor of the Fredericton *Gleaner*, and the first issue does him credit. The contents includes an introductory article by Lieut.-Col. Percie A. Guthrie, the commanding officer; a chronological history of the battalion by the orderly room sergeant; a sketch of Brigadier-General H. H. McLean, honorary colonel of the kilties; an article by Captain P. F. Gedrauth, formerly editor of the *Brazier*, published at the front by the 16th Battalion; a military novelette by Sergeant J. T. Wren, and much humorous matter. It is illustrated by sketches by members of the battalion and cuts of the senior officers and N.C.O.'s.

E. S. Carter, a former newspaper man and at one time owner of the *Weekly Progress* and the *Daily Record* in St. John, is one of the most prominent figures in the new Government in New Brunswick. He was defeated at

the recent elections but is an unofficial member of the administration with the official standing of the Premier's private secretary. He has also been appointed a director of the St. John and Quebec Railway Company, which operates the Valley Railway, a road owned by the Provincial Government. One of the first acts of the new Government after it was formed was to inaugurate a campaign for increased food production. As the spring was advancing, the time was limited and the date for a provincial conference was fixed for three days later. It was due to Mr. Carter's knowledge of newspapers and publicity methods that a large and representative attendance was secured within that short space of time, and the conference proved highly successful.

NEWFOUNDLAND

The May issue of *Colonial Commerce* will be a "Board of Trade Number." It will be published about the last of May.

W. F. Cooker, president of the Union Publishing Company, who had been on an extensive tour in Canada and the United States, returned home 24th April.

The latest addition in publications is the *Parish Times*. It made its appearance for the first time as an Easter number. The *Parish Times* is published by the Parish of Bay of Islands, and is two columns, four pages.

James Stewart, linotype operator of the St. John's *Evening Advocate*, published by the Union Publishing Company, has severed his connection with that paper and goes to Canada to take up similar duties. On the eve of his departure he was presented with a fountain pen by his former associates.

J. A. Barrett, at one time editor of the *Trinity Enterprise*, and later a member of the *Western Star* staff of Curling, has gone overseas with the First Newfoundland Forestry Companies. Mr. Barrett, who is brother of the present manager of the *Curling Western Star*, first volunteered for the Regiment, but was over the age limit. He has a brother with the Canadian forces.

Corporal Ewen S. Hennebury, formerly of the St. John's *Evening Telegram* staff, has just recently returned home from the battle fields of Europe. Corporal Hennebury is a Gallipoli hero. He also saw active service with the Newfoundland regiment in France, and received serious wounds on October 12. He has another brother with the Newfoundland regiment, and an older brother, Thomas, was killed last year in action while serving with a Canadian regiment.

Owing to the shortage of tonnage the Northcliffe paper mills at Grand Falls have found it advisable to curtail their operations. Large quantities of newsprint are now stored at the company's warehouses at Grand Falls, Hearts Content, and St. John's, awaiting shipment. Negotiations are progressing for the exportation of some sixty thousand tons to United States, and some shipments have already taken place, which will tend to relieve the newsprint situation in the Great Republic.

The Dead

Adriaan S. Van Westrum, for the past four years literary editor of the *New York Tribune*, died in New York on May 19, in his fifty-second year.

Richard Henry Peel, head of the Peel Printing Co., and one of the oldest printers of Winnipeg, is dead in Winnipeg. He was 66 years old. Mr. Peel was born at Janetville, near Lindsay, Ont. He went to Winnipeg about 31 years ago. He is survived by a widow in Winnipeg.

Frederick William Fairbairn, a native of Newcastle, Ont., where he was born 59 years ago, is dead in Detroit. For many years Mr. Fairbairn had been identified with the Polk Publishing Co. of that city. He was a graduate of Trinity College, Toronto, where he resided for several years before removing to Detroit.

George W. Conkling, widely known throughout the United States and Canada as an expert newspaper and broker telegrapher, was

instantly killed in an automobile accident last month, at Ridgefield Park, N.J. Mr. Conkling, who was formerly attached to the New York office of the Canadian Press, Limited, was at the time of his death employed by a broker in Wall Street.

Capt. Thomas Arthur Nelson has been killed in action. He was a partner in the Thomas Nelson & Sons' publishing house, of which the Canadian branch is in Toronto. He was associated with George M. Brown, a son of the Hon. George Brown. Another partner is John Buchan, the novelist, who is considered one of the best historians of the war, and who is now Director of Information in England.

Nathaniel Tuttle, who was for forty years associated with the management of the *New York Tribune*, having been for many years its secretary and treasurer, is dead, in his 70th year. Mr. Tuttle began his business career with the *Tribune* in 1868. When the Mergenthaler Printing Company was founded Mr. Tuttle became one of the incorporators, and he was actively connected with the company until its merger with the Mergenthaler Linotype Company.

Colonel William James Lampton, journalist, is dead in New York. Colonel Lampton, who once described himself as "the plain poet of the people," was well known as a contributor of satirical verse on current topics to the newspapers. He was born in Lawrence County, Ohio, 58 years ago. It was while he was with the *Washington Evening Star* that he originated the "Shooting Star" department of that publication. He afterwards joined the staff of the *Detroit Free Press*.

J. G. Kilt, president of the Morrisburg and Ottawa Electric Railway Co., and one of the Capital's best known business men, is dead at Ottawa. He was in his 54th year. Mr. Kilt began his business career in Ottawa as a publisher of a small weekly known as the *Capital Siftings*. Twenty-one years ago he and C. S. O. Boudreault organized the Ottawa Printing Co., and two years later Mr. Kilt went into the book and stationery business on Rideau Street. He continued in that business until five years ago when he gave up active connection with it, to assume the office of president of the Morrisburg and Ottawa Electric Railway Co.

Lieut. R. B. McGuire, second son of B. McGuire, publisher of the *Orangeville Banner*, has been killed on the Western front by the premature explosion of a bomb. Shortly after his arrival in England he was attached to the 15th Middlesex Regiment. After taking a six weeks' course for Officers at Keble College, Oxford, he was sent to Fermoy, Ireland, for further training. He remained in Ireland about three months and was there during the Sinn Fein uprising. Robert Blaney McGuire was in his first year at the Dental College, Toronto, when the news reached his home that his elder brother, Lieut. Harry B. McGuire, had been killed at Langemark. He announced then his intention to take his brother's place and left for overseas shortly after Christmas of 1915. PRINTER AND PUBLISHER extends to Mr. McGuire its sympathy.

Edward Cary, for forty-six years on the editorial staff of the *New York Times* and for thirty-six years a member of the executive committee of the Civil Service Reform Association died in Brooklyn on May 23 aged seventy-seven years. Mr. Cary was born in Albany, N.Y., of Quaker parents, and following his graduation from Union College and the Albany Law School he became the first editor of the *Brooklyn Union*, now the *Standard Union*. His work there attracted the attention of George Jones, then owner of the *Times*, and in 1871 he joined that staff. If printed in book form his writings would probably outbulk those of any living writer publishing over his own name. What they would amount to, reckoned at 6,000 words weekly printed through over forty active years, devoted to the service of the N.Y. *Times*, may be imagined.

Byron Robson Nicholson, journalist and author, is dead at Ottawa, aged sixty years. He was an *attache* of the Senate. The son of the late William Manley Nicholson, himself a well-known literateur, dramatist and jour-

nalist, Byron Nicholson was educated in the schools of his native city of Hamilton. For eighteen years he was editor and publisher of the *Barrie Examiner*. Besides frequently contributing miscellaneous articles to newspapers and periodicals, he was the author of "The Ethics of War," "The Influence of Literature," "The Resources of Canada," a volume of verse, "Impressions Abroad," "The French Canadian: a Sketch of His More Prominent Characteristics" (subsequently translated into French); and "In Old Quebec and Other Canadian Sketches." From 1901 to 1909 Mr. Nicholson was Collector of Crown Timber Dues at the port of Quebec, and since 1909 was on the clerical staff of the Senate.

Brevet Lieutenant Colonel William Conant Church, United States Volunteers, editor and founder of the *Army and Navy Journal*, died on May 23 in New York. He had been a newspaper man for more than sixty years. His father was the publisher of the N.Y. *Chronicle*, and the young man aided him at first, later becoming its publisher at twenty-four. In the same year he became publisher of the *New York Sun*, but withdrew in 1861 for a period of European travel. He was in Europe at the outbreak of the civil war, but returning in July, 1861, he became a member of the joint military-naval expedition under General W. T. Sherman and Admiral S. F. Dupont, and was present at the capture of Port Royal. He returned north on the Steamship *Bienville*, bearing the first news of the victory, and wrote the account of it for the *New York Evening Post*. When the project of establishing a military paper was commenced the assignment fell to Colonel Church, who resigned to accept it. With his brother, Francis P. Church, he began the publication of the *Army and Navy Journal* in New York. Soon after the draft riots broke out and he joined the civilian committee that assisted the New York police in putting down the riots. The *Galaxy Magazine* was started by Colonel Church and his brother in 1869, the publication lasting ten years and then merging with the *Atlantic Monthly*. Henry James's first stories appeared in the pages of this periodical, as well as a novel by Charles Reade and the early writings of Mark Twain. Colonel Church was the author of the "Life of John Ericsson" and of Ulysses S. Grant and of many articles in leading magazines.

GENERAL

The Canadian Methodist Mission Press at Chengtu, in the Province of Szechwan, China, has a staff of one hundred printers.

The Canadian press men were guests of Col. McLaren Brown at the Newspaper Press Fund dinner, held last month in London, Eng.

The *Canadian Hospital News* is a weekly newspaper published at Ramsgate, and edited by Capt. O. C. J. Withrow, of Toronto, formerly associate editor of the *Public Health Journal*. The *News* has recently passed its first birthday and is designed for the Canadian soldiers in the hospitals overseas.

Charles E. Hastings, a newspaper man, who was involved in the statement of Albert O. Sander, a German agent, to send spies to England to furnish information to the German Government, pleaded guilty to the federal indictment against him and was sentenced to a year and a day in the United States penitentiary at Atlanta. Hastings was recently arrested in Holland, where he was acting for Sander, and brought back to the United States.

The publishers of the *Encyclopedia Britannica* have decided to issue as soon as possible after peace is concluded, a comprehensive and connected narrative of the war. The new volume will be written from an international point of view with the collaboration of writers of each of the belligerent nations. Every effort will be made to keep national feeling and prejudice out of it and to make an impartial book which will give in concrete form the story of the conflict and the background in history and diplomacy out of which it sprang.

NEWSPAPERDOM

The New York *Sunday American* now sells for 8 cents a copy outside of the New York City district.

The Association of Agricultural College editors of the United States, is preparing a style book, to be used in editing agricultural bulletins.

The Chicago *Sunday Tribune* has announced that its retail price outside of Chicago and its suburbs will be increased from five cents to eight cents.

The Chicago *Sunday Herald* also announced that it would increase its retail price from five cents to eight cents outside Chicago and suburbs.

The Missouri Press Association has closed a deal for 100 tons of news print paper for distribution among the members of that organization, at a stated saving of \$30 a ton.

The Chicago *Daily News*, *The Herald* and the *Tribune* have increased their price to two cents a copy. The city carriers' price will be increased from 30 to 55 cents a month.

The New York *Evening Post* will publish its second Japanese supplement on June 30th, and will be devoted to the commerce and industries of Japan and her business relations with the United States.

The advanced cost of living has resulted in a strike of the four editors of an Italian daily paper in San Francisco. They declare that printers make more than they and demand a salary greater than the present \$25 a week.

The Berlin *Vossische Zeitung* declares that the most important paper mills are still idle on account of lack of coal. The *Vossische Zeitung* has no supply of paper for its evening editions, while the *Morgen Post*, with 400,000 subscribers, is paperless.

All of the newspapers in Chicago increased the price from 1 cent to 2 cents per copy on May 14. The change has caused no great diminution in circulation, although there is a slight loss in the matter of street sales.

The recent Superior Court decision that magazines shall not be displayed for sale on sidewalk newsstands in Chicago has been upheld in the Appellate Court. The Curtis Publishing Company appealed the case from the Superior Court decision.

The publishers of the United States believe that the plan of the House Revenue Bill to raise \$19,000,000 of the war tax by increasing the second class postal rates from 100 to 600 per cent. is not a war tax, but an effort to further repress and embarrass the newspaper industry.

The New York *Herald* has started a campaign for a song to which the American army can march into France as it marched up San Juan Hill to the strains of "There'll Be a Hot Time in the Old Town To-night," and a new "Battle Hymn of the Republic" by which the stay-at-homes can express their faith in the nation's cause.

As a convenience to printers the Monotype Co. has established keyboard schools in the Read Building, Montreal, and the World Building, Toronto. The Typographical Unions are helping to make these schools a success, and many students will doubtless avail themselves of the opportunity offered them to become expert operators.

On the ground that Major Waldorf Astor, M.P., late proprietor of the London *Observer*, had, by accepting Government advertisements, become a Government contractor, S. D. Tranton, as a "common informer," sued him to recover £20,000. This sum, the plaintiff alleged, had been incurred in fines under a statute of George III. The action failed.

By a vote of 39 to 38 the United States Senate in committee-of-the-whole, has struck out of the Gregory espionage bill the section establishing a censorship on the press. Unless a censorship provision is made in the Senate acting in regular session, the President will not have the power to curtail criticism of the war government as sought by Attorney-General Gregory.

The New York *Globe* has its readers interested in composing a new national anthem. *The Globe's* contest will include both lyrics and music. A committee of three—a professor of English and two well-known musicians—will pass on the entries and select the winner.

"If you think you have a melody or words worth their consideration, send them in," says the *Globe's* invitation to all comers.

A movement to organize a national association of newsdealers and retail stationers was started at a meeting on May 21 in New York. Two of the principal objects of the proposed association are to establish a general purchasing agency for the trade, whereby the members can obtain stationery and other supplies at lower rates and for the information of a mutual protective and benefit fund.

A definite campaign against the propaganda favoring the adoption of the metric system in the United States has been organized, with headquarters in New York. W. R. Ingalls, editor of the *Engineering and Mining Journal*, and president of the Mining and Metallurgical Society of America, is president of the association, which is named the American Institute of Weights and Measures.

Announcement has been made by Stuart Oliver, general manager and publisher of the *Baltimore News*, which he purchased from Frank A. Munsey, of New York, eighteen months ago, that the paper had been sold back to Mr. Munsey. Mr. Oliver gives the unprecedented conditions brought on by the war and the added expenses to newspapers as the reason for the sale. Mr. Oliver will remain as general manager of the paper.

The scarcity of print paper has compelled the Government to order still further restrictions in the size of newspapers. Accordingly the principal one-cent newspapers will be of two pages four days a week and four pages the other three days. Newspapers selling for more than a cent, such as *The Temps*, *The Figaro* and *The Journal des Debats*, will print two pages once or twice a week, according to the measurements of the sheets.

The New York *Herald* is co-operating with the *American-Hebrew* in undertaking to raise a fund by popular subscription for the presentation to the Russian people, on behalf of the American people, of a Statue of Liberty. Former President William H. Taft has accepted the presidency of the organization, and associated with him as members of the executive committee are John Wanamaker, Colonel Henry Watterson, and other men of National prominence.

Secretary Lansing has followed up the State department's guaranteeing order, which forbids any other officials there to give information to the public, with a statement that any other official who gave out information conveying a criticism of the department's policies should be dismissed. Mr. Lansing reiterated that the giving of information to the public through the newspapers would hereafter be restricted to himself and the newly created bureau of foreign intelligence.

The immense American flag which was manufactured in San Francisco to the order of the *Examiner* and hoisted upon a steel cable extending across Market street, has been found too ponderous to suspend continuously in the prevailing windy weather. It will hereafter be displayed only on special occasions. There is scarcely a doubt that the *Examiner's* flag is the largest American flag in the United States. It is 130 feet long and 75 feet wide. Each stripe is 5½ feet wide and the diameter of each star is 30 inches. The flag weighs 300 pounds.

The Indianapolis *News* has made a canvass of one thousand readers, equally apportioned between its city and country circulation, to determine reader-preferences for features and factors of value in the paper. As might have been anticipated, local news takes first place in the returns from this canvass. But the fact that both city and country readers place display advertising in second place in their estimates of what makes the paper valuable to them may cause some surprise to a few newspaper makers. Classified advertising is rated third by city readers and fifth by country readers, the latter placing a higher value upon market and weather reports. The significant feature of this census is that advertising shares with local news the interest of readers. The inquiry made by the Indianapolis *News* would probably have similar results if made by any other representative, high-class newspaper. It indicates the real service performed for readers by the news-

paper which carries a large volume of advertising. Newspaper makers who fear, at times, that the balance in space in favor of advertising is too great may take comfort from this test of reader-preference for factors of value. The fact is that, nowadays, advertising is news—and gives to the newspaper carrying it in large volume an element of news value whose appeal to the reader is intimate and direct.

THE PALL MALL GAZETTE

The Pall Mall Gazette has had a long and chequered career. It was celebrated in fiction as a newspaper, "written by gentlemen for gentlemen," established by Mr. Bungay, the publisher, and edited by Captain Shandon, and for a period involved with the fortunes of Mr. Arthur Pendennis. As for the name, it will be remembered that Mr. Waggs himself put the question and received the cryptic reply from Captain Shandon: "Because the editor was born in Dublin, the sub-editor at Cork, because the proprietor lives in Paternoster Row, and the paper is published in Catherine Street, Strand."

In real life the "P.M.G." has had a distinguished and somewhat chequered career. Born in 1865, it was run for 15 years much on the lines of its fictional prototype. Then it changed its politics and its staff, who departed to found the *St. James's Gazette*. Under the present Lord Morley and, later, Mr. W. T. Stead, the paper became a great power in the land. But a reversion to the original type led to another exodus of the staff and the establishment of the *Westminster Gazette*. It remains to be seen whether the "P.M.G." will produce another journalistic offspring.

THE FREE PUBLICITY PEST

ONE of the greatest pests the newspaper publisher has to deal with is the free publicity grafter. So colossal a nuisance has he become that the Canadian Press Association keeps track of him, issues warnings to its members and in various ways endeavors to impress on them the fact that their good nature is being traded on to the disadvantage of their business and in a manner so unscrupulous that in any other business it would be properly regarded as insolent.

This hydra-headed scarecrow has reappeared in Verdun. The Editor recognized the slimy trail of the serpent as soon as he opened the letter. It commenced: "Dear Mr. Carmichael," and the signature was that of a person unknown to him. The free publicity grafter commences his letters "Dear Mr. So-and-So," hoping thereby to establish a presumption of intimacy that will make it hard for the publisher to refuse the privilege of grafting on his paper.

Needless to say the Editor was wise to the type of man he had to deal with. A little note, courteously worded, conveyed to the grafter the information that a newspaper can live only on the funds it obtains from advertising and job-printing, and that it would be committing suicide if it ran as free "readers" advertisements which should be paid for. As the Editor expected, an insolent reply was received stating that the writer's society did not consider the interests of *The Echo*. They did not, and for that reason it is necessary for *The Echo* to consider its own, and also to refrain from considering the selfish interests of bumptious notoriety seekers.

Let us add that the Editor of *The Echo*, as many Verdun societies are aware, is always glad to help out of his own pocket, and in his personal capacity, any deserving object, but he would not be a business man if he were to hand out his advertising space freely to save the pockets of miserly concert promoters. Neither would *The Echo's* advertising space be worth anything if it were given up to gratuitous advertising notices. The reader is quick to grasp the difference between "publicity" and news and he would not long be content to pay for the pleasure of reading the former.—Verdun (Man.) *Echo*.

PRINTERDOM

Japan is making aniline dyes. The Government is aiding the manufacturers.

* * *

Type and printing supply travelers report trade as very good throughout the country.

* * *

One big New England paper mill president says in a trade circular that the low price set for newsprint stock forces the maker to advance prices to pad-makers, poster-printers and job printing in general.

* * *

Trade is reported as exceptionally good in the Western Canadian Provinces. As a consequence, there is considerable enquiry for newspaper proprietors.

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The Hamilton printers have made a new five-year agreement with the publishers. For the first two years compositors will receive \$24.50, and for the remaining three years \$25. For the entire period assistant foremen and machine operators will receive \$25.

* * *

About fifty members of the printing trade have gone to the front from Ottawa since the outbreak of war, and, of these, three have been killed, while several others have been on the casualty lists from various causes.

The membership of the local branch has now reached 440, the largest in the history of Ottawa.

A matter which was taken up and decided upon at a recent meeting was the issue of cards of membership to all members of the local branches of the unions who are on active service. These cards will be printed in English, French and German, the idea being that in case of a man finding himself in a country where English is not understood, he will have his card printed in the other two languages, and it was felt that this will be a help to the men who are taken prisoner, as the I. T. U. is international in its scope.

* * *

The \$500,000 suit which the Powers Photo-Engraving Company, of New York, instituted against the Photo-Engravers' Union No. 1, was withdrawn on April 30. A. J. Powers, president, said that at a conference between officials of the concern and Matthew Wolf, International president of the engravers, and Peter J. Brady, of the allied printers' unions, held on Saturday night at the Bar Association, all differences had been adjusted. The suit which the Powers firm began was based on allegations that the union had "harassed" and in many ways attempted to interfere in the management of the engraving company. There were no complaints relative to pay or hours.

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At the annual election of the Toronto Typographical union, No. 91, in the union headquarters last month the following officers were elected: I.T.U. delegates, Robt. Elliott and John Welsh; Trades and Labor Congress, A. Gerrard and T. A. Stephenson; delegates to provincial conference, D. McDougall and A. Rogers; auditors, Fred McNeillie, W. R. Steep and E. Webb; executive committee, George Cassidy, J. Cunningham, A. Gerrard, George Lavelle and Walter Williams.

* * *

At the Russian Exhibition, which was held in London last month, there was established a Russian Commercial Bureau and a Russian Press Section, where information can be obtained on all matters affecting Russian commerce and industry. There is also on view a collection of Russian trade catalogues, and competent commercial authorities are in daily attendance.

* * *

Paperhangers in Great Britain are warned that the use of paste for the purposes of their trade is forbidden, and the Food Controller appeals to the public not to have any paper-hanging done. The use of flour for paste by billposters is also prohibited.

* * *

A number of the employees of the Riordon Paper Mills in Merrifton will assist in the

campaign for increased production for which the Government has asked. The owners have given the men free use of a large tract of land which hitherto has been used as pasture land.

U. T. & F. C. A.

Secretary Jos. A. Borden is devoting a large portion of his time to the Three Year Plan of Activity, and is doing considerable traveling about the country addressing various meetings of printers and allied business men.

Cost Accountant T. W. McGlaughlin has been installing cost systems in Mitchell and Sioux Falls, South Dakota, and in the near vicinity. There are but few printing concerns in that locality that are not operating under the Standard Cost Finding System.

Printers contemplating revising or installing cost systems should first consider the Standard Cost System of the United Typothetae and Franklin Clubs of America. This is recognized as the cost system for the printing office. A Treatise on the System can be obtained by addressing the office of the National Organization Secretary, 608 South Dearborn Street, Chicago. It will be but a short time before the Thirty-first Annual Convention of the United Typothetae and Franklin Clubs of America. The Convention will be held in Chicago this year, and this central location will make it convenient for all delegates and visitors. The dates are September 17, 18 and 19.

BRANTFORD EXPOSITOR BUYS INTERTYPE THREE-DECKER

THE Brantford *Expositor* has purchased the first three-magazine Intertype in Ontario. This machine has been but a very short time on the market, and is said by experts to be very simple and easy to operate. Complicated ad and head composition make multiple typesetting machines a necessity. Miller & Richards sold and installed this machine.

THE RETURNED SOLDIERS' FRIEND

CHARLIE CREIGHTON, of Stephenson, Blake & Co., 60 Front Street West, Toronto, said to PRINTER AND PUBLISHER: "If the friends of the soldier-printer or newspapermen who are now in Toronto hospitals will let me know I will be glad to visit them and take them for drives and make things a little brighter for them." Charlie, who travelled Ontario for type houses for many years, has a host of friends in Canadian print-shops and newspaper offices. And that he has not forgotten his old friends, the above kind offer amply testifies.

MILLER SAW TRIMMER COMPANY INCREASES STAFF

ANNOUNCEMENT is made by the Miller Saw-Trimmer Company, Pittsburgh, Pa., of the appointment of J. Richard Kemp as Sales Manager.

Mr. Kemp has been widely known as an Efficiency Expert in printing plant equipment, in which line his efforts have been highly successful.

The Miller Saw-Trimmer Company announce the engagement of Theodore R. Foster as Special Sales Representative. Mr. Foster was for fifteen years in charge of the printing department of the Westinghouse Electric & Mfr. Co., East Pittsburgh, Pa.

The Miller Saw-Trimmer Co. make in addition to Ohio Miller Saw-Trimmer the Miller Platen Press Feeder.

COST OF MONOTYPE COMPOSITION

MR. BEN BAARLEAR of the Cincinnati Type-setting Company has explained in detail how cost is arrived at on the monotype, in his trade composition house.

Mr. Baarlear said his average hour cost on the monotype for nine months were: Key-

board, 96c; caster, \$1.47; average ems set a fraction under 3,000. Out of a possible 2,080 hours in July, the light month, only 631 hours were sold or 32 per cent., while out of a possible 2,862 hours peak month 1,497 hours were sold, or 56 per cent. productive time. "We have to keep our help," he said, "whether we are busy or not, for if we laid them off we could not render service to printers."

The wages cost on the monotype keyboard is 63c per hour and the paper used 8c for each hour, with an average of 3,000 ems per hour, gives the cost of 23 2/3c per 1,000 ems set.

Wages cost on the casters: Operator 68c and assistant 39c per hour for tending four casters, or 29c per machine hour; galley boy and runner 17c per hour, or a total of \$1.24 per hour on four machines or 31c per machine—or figuring 50c productive time cost of 16c per 1,000 ems type cost.

Keyboard 23 2/3c and caster 16c, or a total of 39 2/3c per 1,000 ems set. To this, of course, must be added the overhead charges per 1,000 ems which has brought up our general average to 59c per 1,000 ems of type cast.

One thing which is hard for a printer to understand is the depreciation of metal, it is hard to believe but one can prove it for himself if he takes 100 lbs. of metal, store it for several months and you will loose 2 to 3 lbs., due to the air oxydizing the metal. Metal while in process of casting type loses 1 per cent., melting and moulding into pigs the loss is from 5 to 6 per cent., to say nothing of the toning metal used.

COSTS IN CINCINNATI

THE COST Committee of the Ben Franklin Club, of Cincinnati during the past few years has been gathering data for the completion of the average hour costs for that city. The results are shown below:

Dept.	1915	1916
Composition	\$1.48	\$1.52
Linotypes	1.56	1.76
Monotype Keyboard	1.07	1.11
Monotype Caster94	1.50
Job Presses87	.87
Universals94	1.04
Automatic Jog	1.20	1.10
Cylinders, under 25x38	1.30	1.59
Cylinders, up to 32x44	1.64	1.96
Cylinders, larger than 32x44	1.48	1.60
Hand fed folding machines	1.03	1.21
Hand fed folding machines	1.03	1.21
machines	1.11	1.34
Cutting machines95	1.11
Bindery A69	.81
Bindery B78
Bindery C40	.42

These costs are lower than those obtaining in Toronto.

BUTTERICK'S CHICAGO HOME

THE Butterick Publishing Company is to have an attractive home of its own in Chicago on the south side, in the printing and publishing district which now comprises Donnelley Company, Rogers and Company, Columbia Color-type Company and other well-known firms.

It will be located on the east side of South Park Avenue, between Twenty-second and Twenty-third Street, running back to the Illinois Central right-of-way, with a frontage of 200 feet and an average depth of about 100 feet.

The building, upon which the work of construction, has now been begun, will be four-story reinforced concrete, with a 140 foot tower, and will cost in the neighborhood of \$170,000. It will be known as the Butterick Building.

It will be erected by Barbour Lathrop, who has leased it to the Butterick Company for twenty years at an annual rental of about \$16,600, the rental being based on 5 per cent. on a valuation of \$60,000 for the land and 8 per cent. on the value of the building. It will be used in the interest of the company's western territory for offices, stock, shipping, and publishing, and will be served by switch tracks from the Illinois Central Railroad.

WESTERN CANADA TYPOGRAPHICAL CONFERENCE

THE Western Canada conference of Typographical unions, embracing the Provinces of Manitoba, Saskatchewan and Alberta, convened in Regina last month. One of the principal topics of debate was a resolution dealing with conscription. This resolution was as follows: "Be it resolved, that the Western Canada Conference of Typographical Unions hereby protests against the enforcement of compulsory service until such time as the wealth of the land has been conscripted and the electorate have been given opportunity to decide the issue by the ballot."

* * *

RECOMMENDATIONS regarding proofreaders, suggestions relating to sanitation and the question of women's auxiliaries were principal matters taken up at the second day's session.

It was decided that the Canadian tobacco fund officials be asked to attend to having the union label on their printed matter which it was claimed was not the case at present. The conference went on record as favoring proofreaders being members of the I.T.U. and receiving wages not less than floormen, and members were urged to secure copies of the Factories Act and become familiar with its provisions. Other decisions reached included a protest against the use of general office towels; sweeping of composing rooms after working hours; proper ventilation of composing room; that plungers be cleaned outside composing room; that stereotyping plants be isolated from the composing rooms by proper partition and that doors therein be kept closed. Printing offices in basements were looked on with repugnance and every effort will be made to eliminate them by seeking government intervention.

The secretary brought up the matter of the I.T.U. not having sent a man from headquarters to the convention. He voiced the opinion of the conference when he said that the Western Canada conference was quite big enough now for the executive council of the I.T.U. to make it absolutely certain that a member is here. At the same time he wished to thank Mr. E. G. Smith, I.T.U. representative for the Province of Manitoba, for the great assistance he had rendered the conference.

This was received with loud applause, as Mr. Smith is always one of the most popular delegates at conventions as he is every ready to give his advice and assistance to all who may require it.

The conference in 1918 will hold its sessions at Calgary.

The election of officers resulted as follows: President, D. K. Knott, Edmonton; vice-presidents, F. J. White, Calgary; H. W. Falconer, Moose Jaw; C. Ryan, Winnipeg; secretary-treasurer, B. W. Bellamy, Medicine Hat.

* * *

Among the union branches throughout the Prairie Provinces there are over 2,000 members engaged in the printing trade who were represented at the Regina Conference.

The part played by the men employed in the composing rooms of Western Canadian printshops in the present world struggle is worthy of special note. Of the 950 odd printers employed in the three Western Provinces, some 200 have answered their country's call and are now serving with the colors.

The situation between the Toronto printers and their employers is somewhat strained, and, while the printers will say very little, there are those of the allied trades who declare that something will happen if their wages are not increased. It is understood that the job men want a scale of \$26.50 per week. Their agreement expired on June 1. The newspaper men have made a demand for \$30 a week.

REGINA PRINTERS

NOMINATIONS of officers was the principal business at last month's meeting of Regina Typographical union. As last year, there will be few contests, the majority of the offices going by acclamation. Two are re-elected, these being Walter Chapple, who for the last twelve

months has done good service as president, and David Brown, recording secretary. A new face will be seen in future at the secretary's table—that of John D. Noonan, a past president, one of the charter members and a bulwark of trades unionism in the city. This change is occasioned by the retirement of Harry K. Soutter, the secretary for three years past, who met with great success in his efforts for the union. William Milligan is succeeded as vice-president and chairman of the executive board by Oliver Walton, who is succeeded in turn as corresponding secretary by H. Johnson. Nels Hewbatt was elected sergeant-at-arms by acclamation.

VICTORIA TYPOGRAPHICAL UNION

BECAUSE of "the abnormal increase in the cost of living during the past few years" the members of the Victoria Typographical Union last month passed a resolution asking the Provincial Government to increase to \$2,000 the amount of income exempt from taxation.

"We would point out," the resolution says, "that where large profits are being made by mining and other concerns, ample field is offered therein for raising Provincial revenues without further depressing the standard of living of the working class by taxing the wages of the worker. Furthermore, while a large percentage of the mining, timber and other industries of the province is owned and controlled by absentee capitalists, who are drawing millions yearly from the exploitation of the natural resources of this province, that super-tax of a substantial percentage be imposed on all profits, interest and dividends, going out of the province."

The Union also went on record as opposed to any attempt being made to ration the population of Canada, because the likelihood of there being a large surplus of foodstuffs after the next harvest. The members were strongly in favor of the Dominion Government placing an embargo on the export of foodstuffs and other commodities, as continued export would, by creating a shortage, increase the price.

Endorsation was given to the action of the Trades and Labor Council in opposing Bill No. 19, now before the Legislature, which claims at making relatives responsible for the support of indigent persons. It was decided to make strong representations to the Attorney-General and the Government for the withdrawal of the bill with a view to its reconstruction along lines that will work no hardship on the working class, and "especially to the end that soldiers discharged without pensions will not be a charge upon their relatives."

TORONTO MASTER PRINTERS SETTLE WAGE SCALE

THE negotiations spread over a week and a half between the Toronto Master Printers and Toronto Typographical Union resulted in an agreement for two years, of \$24 for a 48-hour week. Overtime, price and one-half. The scale is known as a flat one, that is for operators and compositors, proofreaders, etc., all employees of the composing room. The agreement dates from June 1, 1917.

It is understood, although not given out officially, as we go to press, that the scale arranged for pressmen is \$24 per week; cylinder press-feeders, \$18.

It is altogether likely that the same rate will be adopted for bookbinders and mailers.

PRINTERS IN HONOR ROLL

Up till April 1, twenty-seven printers, members of the International Typographical Union and members of the Canadian Expeditionary Forces, had been killed in action or had died at the front. In a booklet entitled "Somewhere in France," issued by the I. T. U., the following roll of honor is printed:

H. Montgomery, Winnipeg; Robert P. Latta, Vancouver; H. Stuart Quick, Montreal; H. A. Harding, Calgary; Douglas R. Whyte, Winnipeg; George Harvey, Ottawa; S. R. Pollard, Montreal; Edward Cornick, Montreal; Hugh Henry Goodwin, Toronto; William Strang, Calgary; William Anderson, Toronto;

Thomas L. Coady, Montreal; Edward E. Burns, Toronto; William C. Mellson, Edmonton; Fred I. Taylor, Toronto; Glen Wilson, Ottawa; William Morton, Victoria; James Heany, St. John's, Nfld.; James Howard, St. John's, Nfld.; Francis J. Moffatt, New Westminster; W. B. Blanche, Ottawa; William Johnstone, Edmonton; William M. Fatt, Victoria; Roy Fowles, Winnipeg; Frank B. McGowan, Calgary; Wesley James Jenkins, London, Ont.; Robert Pearce, Montreal.

The mortuary benefits paid by the I. T. U. to the widows and relatives of these twenty-seven men totalled \$7,675. In all, nearly six hundred members of the International Union have enlisted for overseas service with the C. E. F.

PRINTING, PUBLISHING, PAPER GOODS

AT HALIFAX, newspaper and job offices and binderies were busy and paper box factories active. Other points in the Maritime Provinces, such as Sydney, St. John, Newcastle and Fredericton reported active conditions in the printing and publishing group. At Montreal, newspaper and job offices were exceptionally busy, and publishing houses, binderies, engraving and lithographing firms had increased work as well. Quebec, Sherbrooke and Three Rivers reported active conditions. At Toronto, conditions for printers were fair, and engravers and lithographers had steady employment; paper box manufacturers were active, and the W. J. Gage Company was hampered in output for want of experienced help. At the Dominion Paper Box Company there was an increase in the number of applicants, but for the most part these were reported inexperienced and not satisfactory; one department of the factory was idle.

Active conditions obtained at all other Ontario points reporting, except at St. Thomas and Chatham, where trade was fair. Winnipeg reported satisfactory conditions in the printing and publishing group, and there was a strong demand for girls for the binderies; paper box factories had a dull month, but continued to employ all hands. Brandon reported newspaper and job offices active, and at Medicine Hat and Lethbridge printers were well employed. At New Westminster the printing trade was about normal, and fair at Vancouver. Victoria reported newspapers brisk, but job offices dull.—*Labor Gazette* for May.

THE LINOTYPE LINE

AN ATTRACTIVE booklet entitled "The Linotype Line—The All-Slug Route to Profit" has been issued by the Canadian Linotype Co., Tribune Building New York. Its purpose is to illustrate and describe linotypes in eleven different models, each one purposely designed, built, and equipped for a specific class of composition. That this publication has value goes without saying, and that it ought to be possessed by every prospective buyer of a type-setting machine is equally plain.

The format, tints, colors and lettering simulating a railroad folder, add to the appeal of "The Linotype Line."

The design on the cover is in colors representing a long array of Linotypes in a printing plant in action. The draughtsmanship is good, and the entire production is of that attention-demanding character which distinguishes the best efforts of the artist.

The accordion fold used for the interior pages, sustains the title of "The Linotype Line."

BANNED

A LEAFLET entitled "Brockway's Defence," published anonymously, and which has been the subject of court proceedings in which one, Isaac Bainbridge, was found guilty of seditious libel on account of the publication and circulation of this leaflet, has been declared by the Secretary of State for Canada to contain objectionable matter as defined by the consolidated orders respecting censorship. The circulation of the leaflet is therefore prohibited.

LINOTYPE INSTALLATIONS

THE following is a list of publishers and printers who have recently placed orders for Linotype machines:—

Winnipeg, Reynolds Ltd., Model 14; Hamilton, Philip Davis Company, Model 5; Glace Bay, *Gazette*, Model 18; Hamilton, Hamilton Typesetting Co., Model 5; Winnipeg, *West Canada*, one Model 19 and two Model 5's; Athens (Ont.), *Reporter*, Model 15; Transcona (Man.), *Times*, Model 19; Markdale (Ont.), *Standard*, Model 19; Fredericton, N.B., *Mail*, Model 19; Creemore (Ont.), *Star*, Model 1; Toronto *Globe*, Model 18; Kitchener *Telegraph*, Model 5; Souris (Man.) *Plaindealer*, Model 5; Montreal, C. A. Marchand, Model 5; Unity (Sask.) *Courier*, Model 5; Saskatoon *Star*, Model 14; Edmonton *Journal*, one Model 14 and one Model 19; Calgary *Herald*, one Model 14 and one Model 19; Montreal, Chalifour Ptg. Co., Model 5; Pelly (Sask.) *News*, Model 1; Cannington (Ont.)

DE-INKING PROCESS

EXTENSIVE experimental tests are now being made at the Riverside Paper Company No. 2 Division mill of the American Writing Paper Company, in Holyoke, Mass., for the manufacture of de-inked news print paper.

The experimental tests which have been going on for a number of weeks are under the direct supervision of Dr. Thomas Jespersen, of Neenab, Wis., who believes he has a process for making de-inked news print, a product that is equal to standard news print paper.

Dr. Jespersen is now offering samples of the new paper in any quantity desired either on rolls or flat.

This new paper appears to be of a good quality, and if the final experiments are successful the manufacture of this paper will doubtless be continued and on a broad scale.

SCOTT AND DUPLEX PATENT CASES

THE extensive patent litigation which has been pending for years in the United States patent office and the courts between Walter Scott & Co., of Plainfield, N.J., and the Duplex Printing Press Company of Battle Creek, Mich., has been settled out of court.

The suits and counter suits have been disposed of by an exchange of licenses under the various patents involved, and other valuable considerations.

Of the patents at issue, Scott patent No. 819,813 covers a plurality of drives for rotary printing presses, and Doll patent No. 1,074,699 (also owned by the Scott company) covers a double line of floor-operated units, accessible from all sides, arranged with their cylinders end-to-end, a plurality of folders, and means for driving these units and folders in varying independent groups.

Bechman patents No. 814,510 and No. 1,139,154, owned by the Duplex Company, cover generally the low unit press construction with cylinders closely adjacent end-to-end, with angle bars over the printing units and with folders at the ends of the printing cylinders.

The above patents are claimed to broadly cover all unit presses embodying the features of design used in Scott "Multi-Unit" and Duplex "Metropolitan" types of presses and these companies have full control of these dominant patents, and the exclusive rights to manufacture such presses during the life of these patents.

The Duplex and Scott Companies have arranged to jointly protect all their rights under these patents against infringement.

COMPLIMENTARY DINNER

ON THE occasion of the seventy-fifth anniversary of the birthday of Frederick J. Warburton, treasurer of the Mergenthaler Linotype Company and vice-president of the Columbia Graphophone Company, a coterie of his friends celebrated the occasion by a dinner in his honor at the Engineers' Club, New York City. The menu brochures contained a fine

portrait of Mr. Warburton, the cover design being the coat of arms of the Warburtons. The tribute was a surprise to Mr. Warburton.

Representatives of the Mergenthaler Linotype Company and the Columbia Graphophone Company and invited guests, numbering in all about sixty persons, joined in felicitating the guest of honor, and congratulatory telegrams and cablegrams from home and abroad were received and read. Engrossed resolutions suitably bound were presented to Mr. Warburton as a souvenir-memorial of the day.

METHOD FOR REMOVING ELECTRICITY

A PRESSMAN who has studied electricity to some advantage has caused to be evolved a simple and effective means of eliminating static electricity from paper being fed into a cylinder printing press. To an old electroplate taken off its base he attached a copper wire, the other end being wrapped tightly around a steam pipe or fastened to a radiator. He then laid the copper-faced plate between two dampened blotters and placed it on the feedboard beneath the papers being fed, coppered side uppermost. This furnished a means of conducting the electricity to ground and relieved the peculiar adhesive characteristics so often found in coated and calendered papers, causing trouble in feeding the sheets, and considerable stoppage and spoilage.

SET TABULAR MATTER

IN SETTING tabular matter, especially in long measures of three or more columns, if no particular method is practised, it becomes tedious and much time is lost in removing and replacing quads to and from the assembling elevator by hand. This guesswork can be obviated by adopting the following simple method:

For example, suppose it is desired to set the following in 26-em measure:

Terrebonne High	180	189	8.86
Bourg Agricultural	164	878	3.90
Montegut Graded	435	567	4.67
Ashland School and vicinity			

First, decide how much space can and should be allowed between each column by setting up the longest line. Remove all of the figures and quads up to leaders and allow the remainder of the matrices to remain in the assembling elevator. In the meantime, allow assembler slide to regain normal position by pressing on finger (Assembler Slide Finger). Read Assembler Slide Gauge. Whatever number coincides with Assembler Slide Bracket D-1073, mark it heavily with a piece of white chalk in order that it will show up conspicuously. This chalk mark will serve as a guide. Reading matter, and leaders, if any, up to the chalk mark; quads and figures beyond chalk mark. By using this simple method your work will be facilitated to the extent of not having to remove or replace quads by hand.—*Linotype Bulletin*.

MARKING PLATEN PRESS CHASES

PLATEN-PRESS chases should always be marked in such a way that the pressman will know at a glance which way the form goes on—whether quoin up or down. Many times, in order to centralize the impression the stone-man finds it necessary to lock the forms quoin down, at other times quoin up. But no matter what the nature of the form is, nor how it is locked up, if the chase is marked "top" or "bottom" the pressman can not have any excuse for putting the form on wrong.—A. Ernest Mowrey, in *The Inland Printer*.

J. W. PAIGE IN POORHOUSE

JAMES W. PAIGE, inventor of one of the most remarkable pieces of mechanism ever put together, is in the poor house. Twenty-five years ago he was the owner of the Paige plant in Chicago for the making of typesetting machines. Nearly \$2,000,000 was in-

vested in the plant. Mr. Paige was reputed to be worth \$1,500,000 at that time. Mark Twain was one of the investors.

In the panic of 1893 Mr. Paige lost his money. His invention, although a mechanical marvel, proved impractical and needed further development, which never came, and the inventor disappeared. Mr. Paige's name was written into the Encyclopaedia Britannica and his invention was then described as "most remarkable."

WOOD PULP SITUATION

THE American Newspaper Publishers' Association committee on paper says:

"We have probably reached the maximum price for groundwood pulp and there is a slight softening, although not sufficient to have any serious effect.

"Groundwood pulp was sold in Canada during the week ending April 7 for \$36 to \$38 a ton, delivered Montreal territory. We hear many reports of \$50 and \$60 groundwood, but this is probably exaggerated, or at least for small quantities for some one in a pinch. This price will probably be maintained on account of the price of pulpwood, which shows a tendency to drop.

"As we get on towards the spring, and estimates of production are more carefully made, a shortage of pulp wood is greatly to be feared. In some districts of Canada, the cut is only about one-half normal, whereas (in the general situation it will probably be 30 per cent. less than normal.

"One pulpwood sale was effected last week for rossed wood, delivered to a Canadian news print mill, at \$21.35 per cord. The average price now ruling for rough wood on cars throughout the Northern country, is around \$12 a cord, against \$3 to \$6 a cord eighteen months ago. This will have a serious effect on the print situation and, of course, on news print, as many mills are obliged to buy part or all of their groundwood pulp.

"There is now an apparent over-production of news sulphite. The price dropped this week to \$75 a ton, and without doubt will go further very soon.

"Board and book mills are experiencing difficulty in substituting this grade of sulphite pulp for their regular grade, with the result that news print quality of sulphite is now a drug on the market, although the price has not yet come down to a normal level.

"It is probable that on account of the high price of groundwood, sulphite will be held up substantially, but we may look for very much lower sulphite prices on this grade."

TO AVOID WRINKLING WHEN PRINTING

PRESS feeders should acquire the habit of holding the sheets so that the printed stock will not afterward show an unsightly wrinkle. The farther the fingers advance over the blank sheet, the more balanced it will be and the less likely to show wrinkles after printing.

SIZES OF TYPES

Excelsior (¼ size of pica) ..	3	point
Brilliant	3½	point
Diamond	4½	point
Pearl	5	point
Agate	5½	point
Nonpareil	6	point
Minion	7	point
Brevier	8	point
Bourgeois	9	point
Long Primer	10	point
Small Pica	11	point
Pica	12	point
English	14	point



To Printers and Publishers

STEPHENSON, BLAKE & CO.
extend to you a hearty invitation to make our
warehouse your headquarters during the Conven-
tion this month.

You will find many things of interest and can be
sure of courteous attention.

STEPHENSON, BLAKE & CO.

60 Front St. West, Toronto

C. H. CREIGHTON, Manager



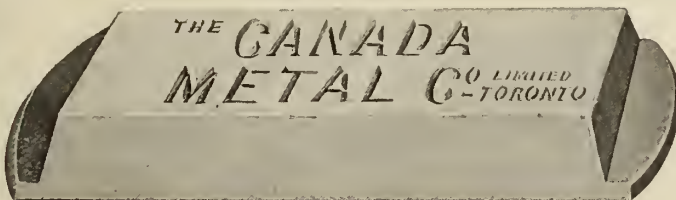
Reliable Tinned Stitching Wire

You will eliminate trouble on your stitching
machines and ensure satisfactory work by
using this Canadian-made product.

Sold by Leading Jobbers.

THE STEEL COMPANY OF CANADA LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John



Our Special Combination Newspaper Metal

The same metal used in Linotype and Stereotype pot.
Suitable with pump or ladle. Saves time and trouble
with Improved Results.

*We guarantee a perfect Plate or Slug from start to finish. This is a perfect metal for
large or small newspaper offices.*

GIVES A CLEAR, BLACK FACED LETTER

THE CANADA METAL COMPANY, Limited

MONTREAL

TORONTO

WINNIPEG

The Three Nielsen Auto-Mailers

shown in this picture of an up-to-date Mailing Room, are Automatically Feeding, Wrapping, Addressing and Sorting directly into the Mail Bags 120,000

Copies daily in 9 Hours and have been doing it for the

PAST FIVE YEARS.

What our
Auto-Mailers
are doing
FOR OTHERS

they can do
equally as well
FOR YOU.



Would you like
to know more
about
THIS?

It so. Write us
for Catalogue and
full Information.

NIELSEN MAILING MACHINE COMPANY

MANUFACTURERS "AUTO-MAILER"
OF THE

FITCHBURG, MASS., U.S.A.

As Essential to the Mailing Room as the Linotype is to the Composing Room.

NO FREE NOTICES

THE *Reformer*, in common with all other papers in Norfolk, makes a charge for all notices inserted in its columns of coming events, whether admission fees are charged or not. Under this head come notices of meetings of—

Farmers' Institutes;
Farmers' Clubs;
Women's Institutes;
The W.C.T.U.;
Lodge Meetings and Entertainments;
Christmas Trees;
Church Functions, except religious services.

Our charge for these notices is ten cents per line in the local news (7 words to a line), or one cent per word in the "Announcement" column, 25c. minimum. Cash with order. Ten cents extra, if charged.

Correspondents are frequently requested to include these in their news budgets. They will oblige by enclosing fee or stating to whom the item is to be charged.—*Simcoe Reformer*.

FREEDOM OF THE PRESS

THE Board of Control of Montreal, passed a resolution warning heads of all departments to give out no interviews to the press and a special order to this effect has been posted up in all civic departments.

The resolution which was passed is as follows:—

"Resolved, to issue instructions to all the heads of departments to give no interviews to newspapers or communicate any report to them without having previously obtained permission from the Board of Commissioners, and to have a copy of this resolution posted in all departments."

NEWSPAPER THE LOCAL AGENT

THAT a newspaper which carries the copy of a "foreign" advertiser is its local agent is the contention of the A.A.C.W. and the prosecuting attorneys of Cleveland in their case against several advertisers under Ohio's new "blue sky" statute.

The Grand Jury has just returned indictments against W. Baer Ewing of the Ford Tractor Company; Henry Hoffman, Hoffman Oil & Refining Company; and the Thomas M. Milam Amalgamated Oil Company, charging violations of the Ohio law in advertising securities for sale in newspapers of that state without obtaining a license.

All of the defendants have their headquarters in other states and the indictments are based upon the fact that they advertised in a Cleveland newspaper, which, the complainants hold, thus acted as their local representative.

If the courts uphold this contention, it will give "blue sky" departments in numerous states local anchorage for bringing charges against many companies which have sold stock through advertising in territory that they could not enter personally.

BAN ON POSTER ADVERTISING

THE glaring advertisements and posters on Toronto streets and other communities will not be tolerated on the good roads system of York county, said the members of the County Commission at a recent meeting. They quickly came to this decision, and then directed Engineer E. A. James, of the system, to immediately remove from the roads under their control all advertising matter and signs. Similar action has been taken on the Hamilton highway.

ADMIT OVERSEAS PRESS

THE Canadian Associated Press, Limited, has been informed that the Lord Great Chamberlain of Great Britain has arranged that seats be reserved for overseas press representatives in the press gallery for any important debate. A similar favor has already been granted for the Commons, largely through the endeavors of the Empire Press Union and through the willingness of Right Hon. Walter Long, present Colonial Secretary. Previous holders of the Secretaryship had always, when approached, expressed their inability to alter the then existing arrangements.

CALL IS NOT LOUD ENOUGH

A STEAMSHIP company, whose passenger boats ply between Cleveland and Buffalo, Cedar Point, Put-in-Bay and Port Stanley, sent us an advertising proposition in which they want us to insert an advertisement for them for seven months and receive in payment four season tickets valued at \$25 each. This would be a great chance for a fellow contemplating a honeymoon trip, and we must confess that even a man with a wife and family could make a splendid summer's outing of it, but just at the present moment we feel that we will have something more to do than to sail around between given groups on Lake Erie all summer. We have heard of printers getting paid in pumpkins, cabbages, carrots, etc., etc., but the above offer we consider a piece of unprecedented nerve.—*Bradford News*.

CONDENSED ADVT.

NEWSPAPER AND JOB PLANT IN GOOD Western Ontario city. Will sell entire, or newspaper press and folder separate. Box 564, Printer and Publisher.

Why Waste Time and Money on
Your Make-ups?



Star Composing Sticks

eliminate all the bother and guarantee absolute accuracy. Better service at less cost. And it's just as accurate after years of service.

For Sale by Toronto Type Foundry Co., Toronto, Montreal
American Type Founders Co., Winnipeg

The Star Tool Manufacturing Co.

SPRINGFIELD, OHIO, U.S.A.

Miehle Press Wanted

Four-cypher Press in the best condition. Give serial number.

If you know of one or more of this class of press, let us know. Box, 563
Printer and Publisher.

Collect Up?

**Is Your Subscription
List Delinquent?**

If it is, why is it? An unnecessary condition, Mr. Publisher. The Canadian Mercantile Agency was organized for the purpose of alleviating this class of trouble. It has up to date methods brought to the highest state of perfection after years of experience in the business of adjusting overdue newspaper accounts. It can collect money from a delinquent subscriber who will ignore the publisher's letters asking for a remittance.

"You have succeeded where I failed," but—

"THE RIDEAU RECORD,"

Smiths Falls, Ont., Jan. 19, 1917.

The Canadian Mercantile Agency,
Ottawa.

Dear Sirs.—I have your statement to-day of collections made from the list I sent you, and your cheque to cover amount. I thank you for the attention given to these collections, for your success in getting the money, and for your promptness in sending it on to me. You have succeeded where I failed, because I do not mind telling you that I had tried for several years, at the expenditure of much time and many postage stamps, to collect the claims before sending them to you. I am glad we have a good reliable collection agency in Canada at last, and I wish you a happy and prosperous year.

Sincerely yours,

G. F. McKIMM.

No Collection—No Charge.

Prompt Returns.

RESULTS

Write for Blank Forms to list your accounts on.

The Canadian Mercantile Agency

OTTAWA, CANADA

THE AGENCY that makes a specialty of collecting up delinquent subscription accounts—and not losing the subscriber

Hoyt's Faultless Linotype Metal

*Saves Matrix
Saves the Drossing*

*Makes Perfect Slugs
Increases Output*

AS a result of a great number of years of careful investigation and experience, this Company has evolved a Linotype alloy which is as perfect as a thorough knowledge of the metallurgical and mechanical requirements of a linotype machine can produce. It is not only clean and free flowing, casting smooth, perfect slugs, but, owing to the purity of the ingredients and the thoroughness of the alloy, there is practically no wear and tear on the matrix. The saving from this source and from the drossing will more than pay for a large portion of the initial cost of this metal. Another strong point in favor of our Faultless Linotype is that, owing to the elimination of imperfect slugs, the speed of the Linotype machine is greatly increased. Furthermore, the resulting print will be clear and sharp.

**HOYT'S FAULTLESS LINOTYPE
HOYT'S FAULTLESS COMBINATION
HOYT'S STANDARD MONOTYPE
HOYT'S HARD MONOTYPE
are the World's Standard Metals**

Write us. It's a real pleasure to help you out in your difficulties with other metals.

Hoyt Metal Company,

Eastern Avenue and
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Largest Manufacturers of Mixed Metals in the World

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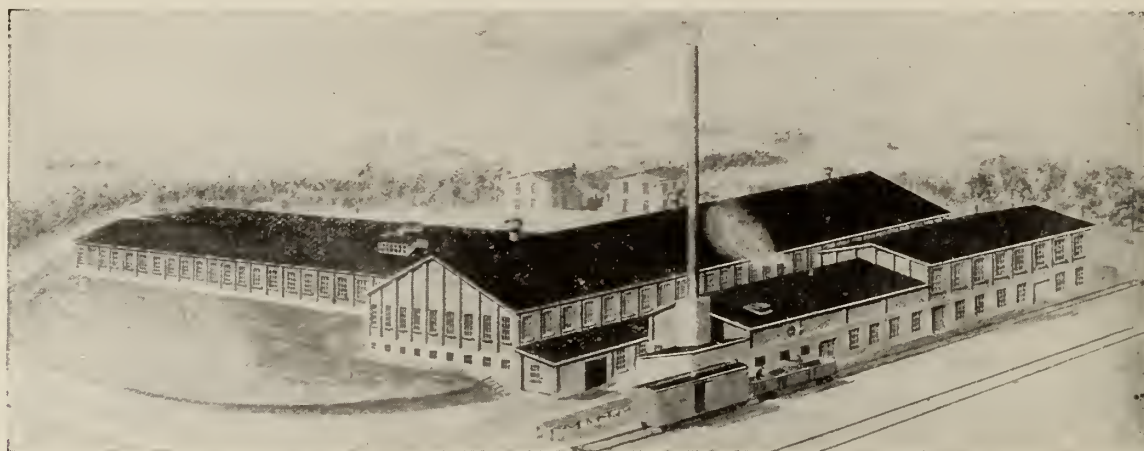


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Can always be depended on for Accurate Work

We have Models to suit all requirements from \$5 up

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The Largest and Best Equipped Mill in Canada for
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One of our largest railroads wanted 50 Lumber Hammers. Inspected our plant and service. They gave us the order in confidence.

We manufacture Steel Stamps and Dies of all kinds, Stencils, Time Checks, Tally Registers, Lumber Hammers, Inspectors' Brands, Merchandise Checks, Medals, Police and Firemen's Badges, Wagon Licenses, Dog Tags, Auto Plates, Memorial Plates, Brass Signs for Doctors or Business Houses, and for the trade under personal supervision.

**THE J. F. W. DORMAN CO.
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HALF SHEET POSTER CHASES—2 FOR \$1.00

It's the bargain you've been waiting for but it never came till this minute. Good chases, hardly been used, for your Posters or Mail Lists. Do not hesitate. They'll go fast. Send your dollar and we'll express them to your address. — *Printer & Publisher, Toronto.*

“Efficient Methods”

is a subject which will undoubtedly be dealt with exhaustively at the approaching Convention in Toronto, and on account of the enormous variety of processes in the manufacture of books and printing matter generally, it becomes a subject practically beyond the reach of the average printer and publisher. Consequently we have the supply man constantly evolving, investigating and studying new and better methods for one or other of the various manufacturing operations in the printing business and no concern in Canada has given more earnest attention to this subject than MILLER & RICHARD.

Their object is to increase the profits of the printer and publisher and they approach all new methods and ideas from the standpoint of expert printers' buyers. These services are available to customers of MILLER & RICHARD without cost, and the result is that many lines offered by this firm are regarded as the best to be had and reliable in every particular.

Take for instance, Duplex Presses, Intertype Composing Machines, Babcock Two-Revolution and One-Revolution Presses, The Osterlind High-Speed Job Presses, Peerless Platen Presses, Hartford & National Art Platen Presses, New Acme Automatic Cutters, Lindbladh and Piper Ruling Machines and many other lines too numerous to mention here. Among these and others, printers will undoubtedly find the highest quality products for their requirements, and an invitation is extended to visit the MILLER & RICHARD Warehouse, 7 Jordan St., Toronto, where an exceptional exhibition will be on view.

Those interested in simple, yet highly productive composing machines for country or metropolitan offices, are particularly requested to call and examine the new Model C Intertype in operation. Respectfully,

MILLER & RICHARD.

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Pursue your "DEAD BEATS" at once.
U will be at a loss
B y letting these accounts drag on.
L et us convert them into SPOT CASH.
I t will save you money, time and energy.
S tart preparing your list to-day.
H esitating will not improve matters.
E very outstanding account will
R egister word "CASH" by our service.
S atisfaction is assured.

Send for forms to-day

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Machine Finish, English Finish and Antique Finish

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COATING, LITHO-
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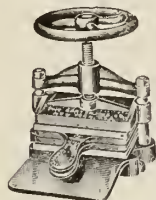
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Your order will be filled and shipped out within half a day of its arrival.

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A Guaranteed GLYCERINE-Made

Flexible Glue

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BAYARD & CO., Inc.

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GILT EDGE AND BORDERED CARDS

Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Bevelled and Bordering to the trade.

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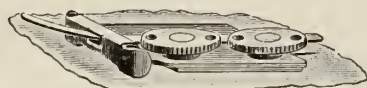
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Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

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By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

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Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

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MONTREAL TORONTO WINDSOR

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LEARN THE LINOTYPE WRITE FOR particulars. Canadian Linotype, 35 Lombard Street, Toronto.

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FOR SALE POTTER DRUM CYLINDER printing press, in good condition; 5-col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont. (tf)

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WILL EXCHANGE \$2,700 EQUITY IN modern house, Calgary, for country printing plant. Editor, Delia, Alta.



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Printing Inks Printers' Rollers

Owing to increasing costs of materials,
former prices on Rollers withdrawn.
Write us for new prices.

Canada Printing Ink Company, Ltd.
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When you want Printing Inks come to Headquarters

Realizing our obligations to our customers and believing the present conflict would prove of long duration, we, through our associates began operations looking to the meeting of all calls possible upon us. As a result we have secured a number of intermediates and dyestuffs as well as chemicals that previously were imported from Europe and can fairly meet most of the wants of Letterpress Printers and Lithographers on first-class colors.

The Ault & Wiborg Co., Limited

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LINOTYPE

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THE MACHINE THAT LASTS

AS many as six different faces may be composed continuously, and mixed at will in the same line if desired, with the Models 16 and 17 Linotypes. This exclusive Linotype feature eliminates time lost in shifting magazines and gives the book and job printer a degree of versatility which cannot be obtained from any other composing machine.

*New York Monotype Composition Company
Tells Why They Selected Models
16 and 17 Linotypes*

"Speed means nothing to us unless combined with versatility. It was the combination of these two points that led us to select the Models 16 and 17 Linotypes for the New York Monotype Composition Company.

"Instant command of at least nine alphabets, all of which can be set in one line by merely touching a shift key, and the ability to use all magazines in either upper or lower position at equal speed, were the main factors in favor of the Models 16 and 17 over all other Models."

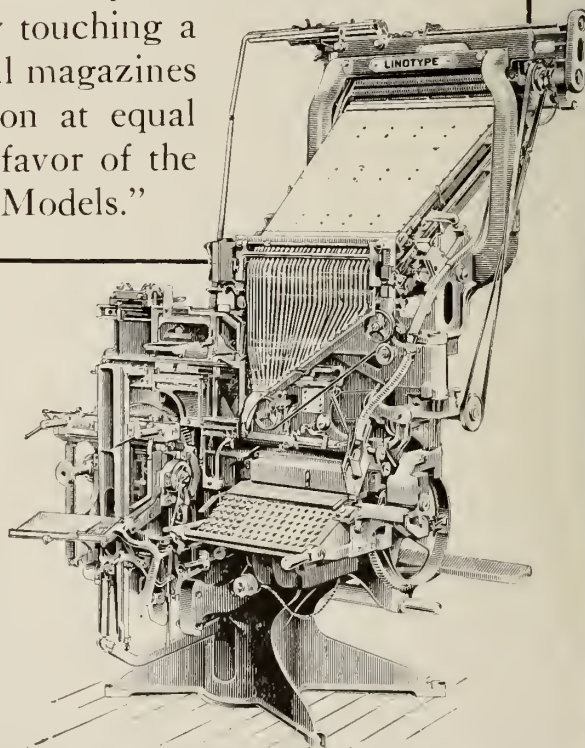
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1867—CONFEDERATION JUBILEE—1917

Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

July, 1917



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Black Inks

We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

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1768

ESTABLISHED IN TORONTO 1868

1917

The Present and The Past

From 1768 to July 1, 1917, is a long span of time. Yet in that period, Stephenson, Blake & Co. and their predecessors in the Sheffield Type Foundry have made hard metal, beautiful faced types that have made their name famous throughout the civilized world. Below are etched samples of the Baskerville series, cut in 1768, and of beautiful Chippendale series cut a short time ago. When you consider these points, S. & B. hard type is many times cheaper than soft machine cast type.

BASKERVILLE SERIES—ORIGINALLY CUT 1768

24 POINT.

Most British printers have heard of the once famous Baskerville Printing House and Type Foundry which flourished about the middle of the 18th century, carried on
STEPHENSON, BLAKE & Co.

BEAUTIFUL CHIPPENDALE—OUR NEWEST TYPE FACE

42 POINT

Designed for Brochures

14 POINT.

24 POINT.

BEAUTIFUL CHIPPENDALE
should appeal to modern printers
on account of its artistic qualities

FRICAN DIAMON
Celebrated Perfumes

12 POINT.

18 POINT.

DESIRABLE BROCHURE SERIES
eminently suitable for producing the
tasty booklet and looks well displayed

AGNIFICENT BUILDING
Eastern Property Register

Stephenson, Blake & Company

60 FRONT STREET WEST

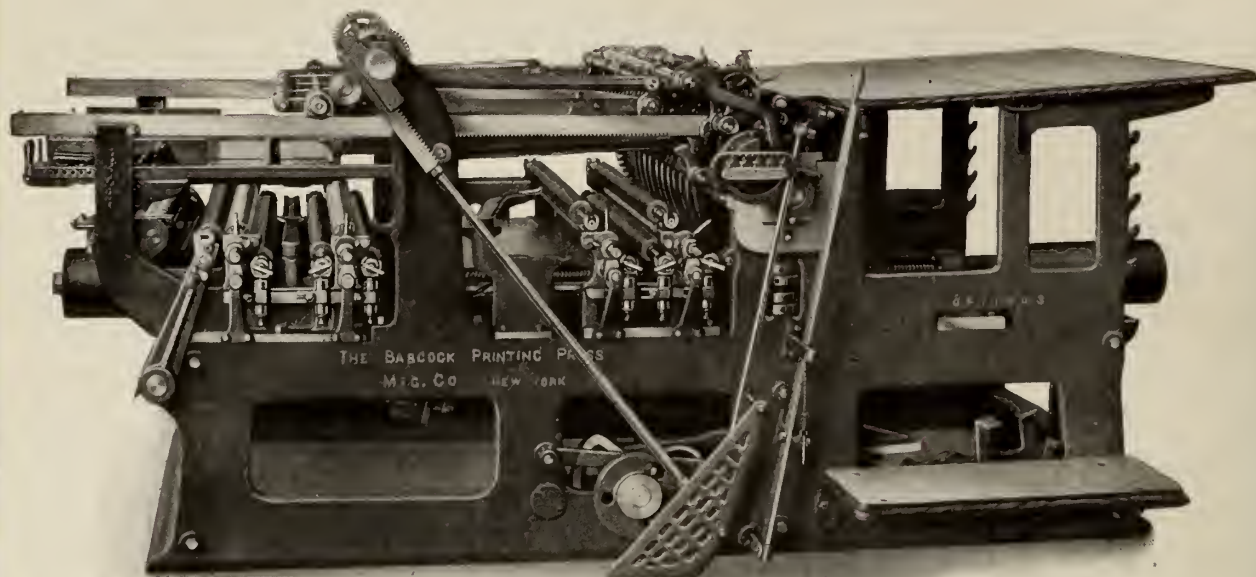
C. H. CREIGHTON,
Manager

Toronto

Right opposite
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The Babcock Optimus

No. 43



Every requisite for fine half-tone and colorwork or for rapid commercial printing is built into the

Babcock Optimus No. 43

All composition rollers are interchangeable. The distribution is not excelled on any press of any size or make. It prints anything from a postal card to a 25 x 38 sheet and can print a 26 x 40. The press runs easily and quietly at 2500 per hour, stands low, takes up little room, is conveniently handled and, with our other pony presses, has never been approached in efficiency in printing small forms with big profits.

It's a small machine for big business.

See the Babcock Optimus No. 43 at work.

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THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT

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Just Received—A New Line of Ledger Paper

RESOLUTE LEDGER

Loft Dried Tub Sized Buff and White

3 Points of Excellence:

Strength
Easily Erased
Folding Quality

Stocked in White	17 x 28	35½ lb.	Stocked in Buff	17 x 28	35½ lb.
	21 x 32	50 lb.		21 x 32	50 lb.
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BROWN BROS., LIMITED

SIMCOE AND PEARL STREETS, TORONTO

NOT ONE CENT FOR REPAIRS ON A

KIMBLE VARIABLE SPEED



ALTERNATING CURRENT MOTOR

Says Luther M. Cope of Scottdale, Pa.:

'I have used one of your variable speed motors constantly on an 8x12 press for about five years without one cent for repairs for that time. I am considering putting in another press, which will certainly have a Kimble.'

The Kimble Motor is the ideal motor for print shop use.

KIMBLE ELECTRIC COMPANY

Great West Electric Co., Limited

57 Albert Street, Winnipeg, Manitoba

For all points West of Port Arthur and Fort William

Masco Company, Limited

87 Queen Street East, Toronto, Canada

For all points East of Port Arthur and Fort William

! A New Roller Plant !

ONLY a complete modern roller plant can meet the standard of excellence required by the up-to-date printers of to-day; and the higher grade of presswork demanded necessitates the use of many more new rollers than formerly, and requires that these be perfect in structure and printing power. We have completely met *this* demand by installing a battery of six of the most modern roller-casting "Guns," and have put them in charge of the best roller man in Canada, and as a result can offer you the most satisfactory service in "quality" rollers obtainable.

Our plant is one of the most up-to-date and efficiently operated in Canada, and admits of a large number of different sized rollers being moulded simultaneously, thus giving you at all times *prompt service*,—a necessity of present day business.

Roller preparedness is a big factor in the efficiency of the modern press-room, and you'll appreciate this truth when you need rollers in a rush, and can get them. Let us have your roller orders, and prove to you that we can take care of your roller requirements.

SINCLAIR & VALENTINE CO. OF CANADA, LIMITED

233 Richmond Street West
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MANUFACTURERS OF

Branches at
WINNIPEG and MONTREAL

——"Quality" Printers' Rollers——
And Padding Gum

THE POWER OF SUGGESTION



*This Design is a
Guarantee of Quality*

Your customer knows BURMESE BOND
as a high-grade, reliable bond paper.

Suggesting it for his "good quality" stationery
often clinches the order.

Made in Canada and stocked in all regular sizes and weights.

CANADA PAPER CO., LIMITED

PAPER MAKERS

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MONTREAL

WINDSOR MILLS, P.Q.

Colored Papers a Specialty



Now is a good time to look up your wants



We can supply your needs and
assure you of satisfaction. Our line
comprises everything in

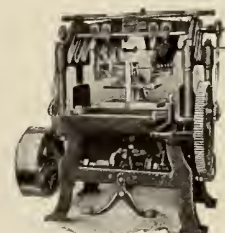
Paper Cutters, Perforators, Ruling
Machines, Embossing Machines
Folding Machines, Feeding Machines

*WE MAKE A SPECIALTY OF EQUIPPING
COMPLETE PLANTS*



The J. L. Morrison Co.

445-447 KING STREET WEST, TORONTO



Which Composing Machine?

These representative printers *have* discarded slug machines and now use *Monotypes exclusively*, having demonstrated the efficiency of the Monotype in their plants from every standpoint. Nothing is too intricate or too good to be produced on the MONOTYPE.

THE HUGH STEPHENS PRINTING CO., Jefferson City, Mo., say:

Instead of operating three Monotypes and five slug machines we will use five Monotypes. Our entire slug machine plant has been discarded. You have shown us the very great economy and convenience of an all Monotype plant.

ATLANTIC PRINTING CO., Boston, Mass., say:

In a word, we replaced slug machines with Monotypes because we found from experience that with Monotypes we get greater value for each dollar spent.

SAULTS & POLLARD, Winnipeg, Can., say:

We set the slug machines aside for Monotypes, for the very good reason that composition of all kinds can be had from Monotypes cheaper than from slug machines and vastly superior in quality.

CANTWELL PRINTING CO., Madison, Wis., say:

We installed Monotypes and tested them for months on every kind of work. We have disposed of our slug machines, and from now on we are a Monotype office.

MODERN PRINTING CO., Montreal, Can., say:

We formerly operated three slug machines which we have replaced with two Monotypes and feel sure that as regards quality and quantity of output we are better equipped to handle all classes of work than ever before.

UNIVERSITY OF CHICAGO PRESS, Chicago, Ill., say:

Our composition is very complicated, being frequently interspersed with Hebrew, Greek, Syriac, Ethiopic, etc. The use of slug machines for such work we have found impracticable, and the adoption of the Monotype plant has resulted in great increase not only of efficiency but in peace of mind of the workmen.

THE EDDY PRESS CORPORATION, Cumberland, Md., say:

After years of experience with slug machines and over a year now with the Monotype, we are satisfied in our own mind that we have the machine for the work we do.

THE FRANKLIN PRINTING CO., Louisville, Ky., say:

Our chief reason for making the change to Monotype was the need of a higher grade of work, and we have not been disappointed.

THE JOHN C. WINSTON CO., Philadelphia, Pa., say:

For publications and general printing there is no question that the Monotype is far preferable to slugs, especially in the matter of corrections, which can be made from case; in many instances when set by slugs it has delayed the work hours at a time.

REDFIELD BROTHERS, Inc., New York, N. Y., say:

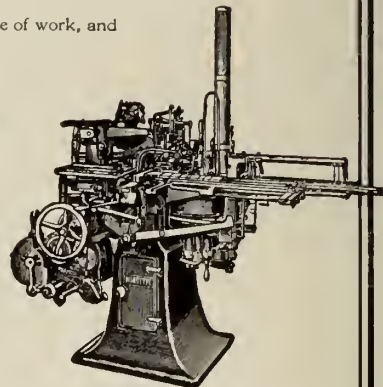
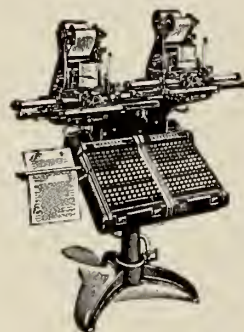
After ten years' experience in doing magazine work with type-setting machines, the Monotype is by far the most satisfactory. Our decision in making a change from slug machine to Monotypes hinged on this very point.

CON. P. CURRAN PRINTING CO., St. Louis, Mo., say:

We are discontinuing slug machines in our plant as we find they do not measure up to Curran efficiency standards. There is no composition that cannot be more efficiently handled on the Monotype.

FRANCIS EMORY FITCH, New York, N. Y., says:

In our class of work we have found that we practically lost the use of one slug machine in making corrections. This is entirely obviated in using the Monotype.



Don't be misled by statements of preference for one kind of machine that is not demonstrated by the discarding of the other, or which is not based upon actual experience with both styles of machines.

LANSTON MONOTYPE MACHINE CO., PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building

CHICAGO: Plymouth Building
TORONTO: Lumsden Building

INTERTYPE

"The BETTER Machine"

Model A

Single Magazine
\$2100

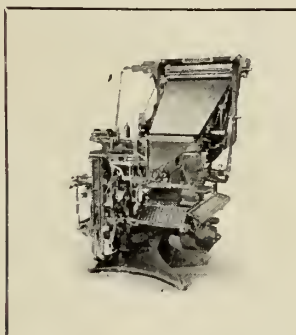
Model B

Two Magazines
\$2600

Model C

Three Magazines
\$3000

SIDE MAGAZINE UNIT, APPLIED BEFORE SHIPMENT, \$150 EXTRA



You can buy other composing machines for less money.

But you cannot buy other machines of equal efficiency, model for model, at any price.

INTERTYPE CORPORATION

Terminal Building

BROOKLYN, N.Y.

Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg

Wilson-Munroe Co., Limited

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SUPERFINE LINEN RECORD	- - - - -	White, Azure and Buff
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EARNSCLIFFE BOND AND LEDGER	- - - - -	White and Azure
EMPIRE LINEN BOND	- - - - -	White and Five Tints
COLONIAL BOND AND LEDGER	- - - - -	White, Azure and Five Tints

ALL STANDARD SIZES AND WEIGHTS CARRIED.

ENVELOPES TO MATCH.

We devote a whole floor in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

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50 YEARS ago Canada was in its infancy; to-day she has grown into one of the important nations among the countries of the world; to-morrow—who can tell, but there isn't one of us who doesn't look forward to a nation many times greater than to-day.

Fifty years ago Loose-Leaf as it is known to-day wasn't even dreamed of; to-day it is a firmly established industry and one of the best paying departments in the printing establishment; to-morrow—well, with the growth that is SURE to come to this country, and the increasing number of industries that are coming to us, Loose-Leaf will play a still more important part. The printer who sees this and goes after his share NOW will never regret it.

But what has all this to do with us? Just this.

We are a Canadian company manufacturing in Canada a complete line of Loose-Leaf—Ring Books—Sectional Post Binders—Post Binders—Ledgers—and we sell exclusively through the Trade. Our quality is the best, our service is good, our prices right. If not already a customer write for our catalog and prices.

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STERLING
LINE

LUCKETT LOOSE LEAF, LIMITED
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STERLING
LINE

Avoid Hot Weather Troubles in YOUR Pressroom *Save your Rollers —and use them too!*



Don't forget the soft, mushy and melted rollers of other years. Remember the delays, inconvenience and LOSSES they caused you?

FORTIFY YOURSELF against a recurrence of those losses and delays incident to hot weather.

The Rouse Roller Fan

Patented, April, 6, 1915

clamps onto the main gear guard of a Miehle press and shoots a stream of cool air down, over and under the rollers.

No Electricity Required—the press runs it

Maintain the Usual Speed and Output of Your Presses without Loss of Time Changing Rollers During the Run.

Nothing complicated about it—any one who can handle a wrench can attach one in ten minutes. Sold by dealers everywhere.

Your money back if not satisfied.

H. B. ROUSE & COMPANY
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No. 1, for No. 4 to No. 1 Miehle Presses . . . \$20
No. 2, for No. 00 to No. 00000 Special Miehle Presses, \$20

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Star Composing Sticks

★ are a sure guarantee of absolute accuracy and time saving. They mean better service at less cost to you. Years of accurate service assured. ★

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American Type Founders Co., Winnipeg

The Star Tool Manufacturing Co.
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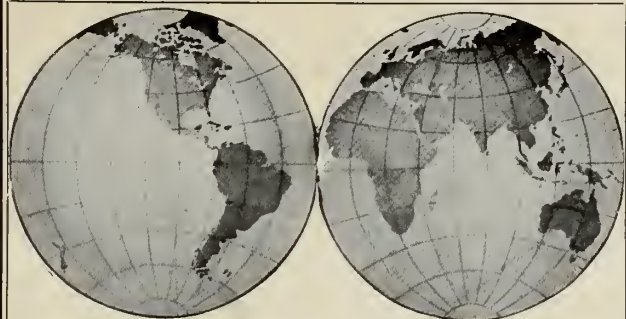
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That's why most good printers are using "World" Brand to-day. Thirty years' success is the record behind it.

"Hollywood" and "Reliance" are two cheaper grades that give consistent satisfaction. Big value for the price.

Send for samples of all three.

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GOES Lithographed BLANKS of Quality

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A COMPLETE LINE COMPRISING

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Rebuilt Printers' and Binders' Machinery

This is a seldom offered opportunity to secure printers' and bookbinders' machinery at real bargain prices. Every machine in the list below has been overhauled in our own machine shop.

We know what we are guaranteeing. It is no ordinary lot of worked-out junk. Every machine is a real machine. Again we say it is your chance.

- One "Brehmer" No. 7 Foot Treadle Wire Stitcher, capacity 1 5".
- One "Brehmer" No. 34 Power Duplex Head Wire Stitcher, capacity 5 16".
- One "Morrison" No. 4 Power Wire Stitcher, capacity 1/2".
- One "Morrison" No. G Power Wire Stitcher, capacity 7/8".
- One Hand Lever Perforator 10".
- One "Hughes & Kimber" Foot Treadle Perforator 20".
- One "Monitor" Standard Power Perforator 28", with Patent Feed Gauge.
- One "Monitor" Extra Heavy Hard Die Power Perforator 28", with Patent Feed Gauge and Back Roll Delivery.
- One "Monitor" Duplex Foot Treadle Punching Machine with Two Punch Heads.
- One "Hughes & Kimber" all iron Board Shears 25".
- One "Sheridan" all iron Board Shears 34".
- One "Jacques" Wood Top Strawboard Shears 40".
- One "Hickok" Foot Treadle Pagging Machine with one six and one four wheel Figure Heads.
- One "Hickok" 3 O-A Double Beam Striker Ruling Machine, complete with an assortment of Ruling Pens, etc.
- One "Krause" Bench Lever Embossing Press with Chase, Gas Head.
- One "Seybold" Bench Lever Embossing Press with Chase, Pallet, etc., Gas Head.
- One "Seybold" Balanced Platen Standing Press 21 x 27".
- One Wooden Top and Bottom Standing Press 17 x 32".
- One Rotary Power Perforator with six pair dies (hyphen shape hole) 28".
- One "King" No. 3 Embossing Press.
- One Gummed Tape Machine with cut-off knife.
- One Finishing Press 21".
- One "Eureka" Steel Rule Bender with six sets of dies.
- One "Empire" Power Circular Folding Machine taking sheets up to 14 x 14".
- One "Brown" No. 133 1/2 Book and Catalogue Folding Machine, four folds, taking sheets from 12 x 18 up to 32 x 44" in size.
- One "Brown" No. 350 New Model Job Folding Machine, four folds, taking sheets from 18 x 24" up to 36 x 48" in size.
- Two "Mentges" Newspaper Folding Machines, four folds, 36 x 48" size.
- One "Cross" Continuous Automatic Feeder for folding machine, 36 x 48" size.
- One "Westman & Baker" Lever Paper Cutter 30".
- One "Oshawa" No. 2 Gordon Press with throw-off and power fixtures, 10 x 15" size.
- One "Colts" Quarto Medium Power Press, 10 x 15" size.
- One "Universal" Quarto Medium Power Press, 10 x 15" size.
- One "Potter" Pony Drum Cylinder Press, 21 x 27" size.
- One No. 1 "Westman & Baker" Gordon Press, 8 x 12.
- One No. 3 "Westman & Baker" Gordon Press, 13 x 19.

ALL ABOVE MACHINES THOROUGHLY GUARANTEED

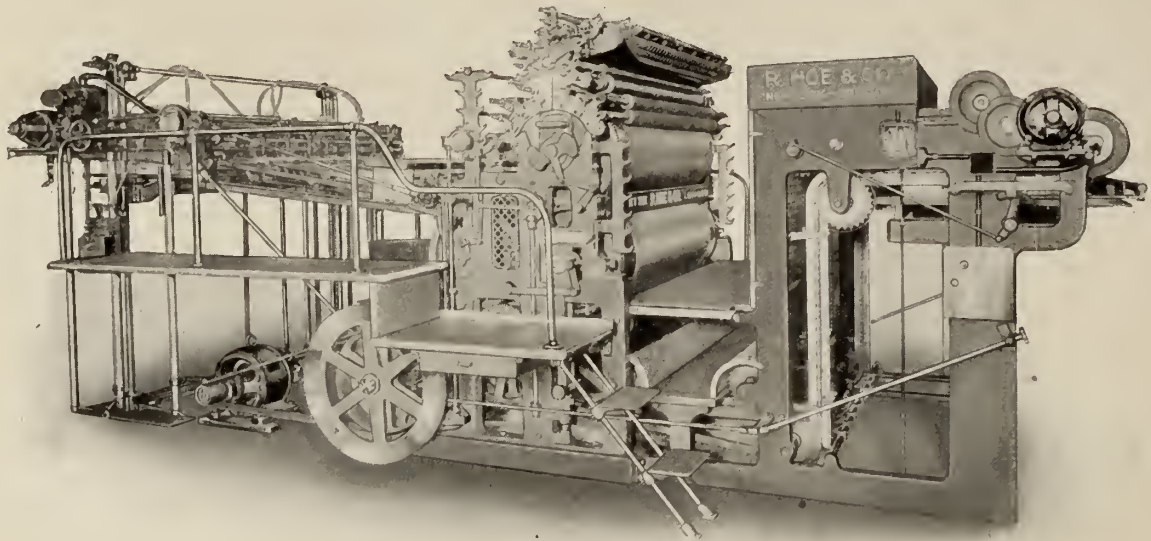
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H. J. LOGAN

Printers', Bookbinders' and Paper
Boxmakers' Machinery

114 Adelaide Street West, Toronto

Padding Gum French Indigo Ruling Paste
Printers' Rollers



HOE NEW MODEL ROTARY OFFSET PRESS WITH RELOADING PILE FEEDER AND
AUTOMATIC LOWERING PILE DELIVERY

UNUSUAL OPPORTUNITIES

are knocking at the door of the lithographers properly equipped to do high grade offset printing quickly and economically. Those who have taken advantage of this new method of lithographing and installed Hoe New Model Rotary Offset Presses have been eminently successful.

To those "doubting Thomases," who are still hesitating, R. Hoe & Co. sends this message: "Install a Hoe New Model Press, and it will spell economy and profit for your business."

Equipped with our Improved Lowering Pile Delivery it will prove a servant of unfailing dependability of almost immeasurable possibilities. It is the Offset Press you will eventually buy.

LET US TELL YOU MORE ABOUT IT.

R. HOE & COMPANY

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UTILITY- ACCORD

THE appearance of a house organ really has much to do with the interest it inspires. We receive each month several hundred different organs, and believe us when we say a great many of them would be much improved if UTILITY-ACCORD were used in the making.

If you are printing a house organ, or contemporary printing one, let us send you a dummy made up of UTILITY-ACCORD.

UTILITY-ACCORD in the heavier weights is also suitable for covers for catalogs and special mailing pieces.

UTILITY-ACCORD is made in three weights—25 x 38—60, 20 x 25—60, and 20 x 25—120.

Samples of any or all of the seven attractive shades will be sent to you upon request.

Niagara Paper Mills
LOCKPORT, N.Y.

**Buntin
Gillies & Co.
Limited**



Navy Bond

(Watermark Registered)

MADE IN CANADA

WHITE WOVE

16½c per lb. Case lot, 16c.

IN STOCK—

17	x 22	-	13, 16, 20, 24 lb.
17	x 28	-	16, 20, 24, 28 "
19	x 24	-	20, 24 "
21	x 24½	-	22 "
20¼	x 33	-	28 "
22	x 34	-	26, 32, 40 "

Paper on a basis lighter than 17 x 22—16 lb. will be charged as 17 x 22—16 lb.

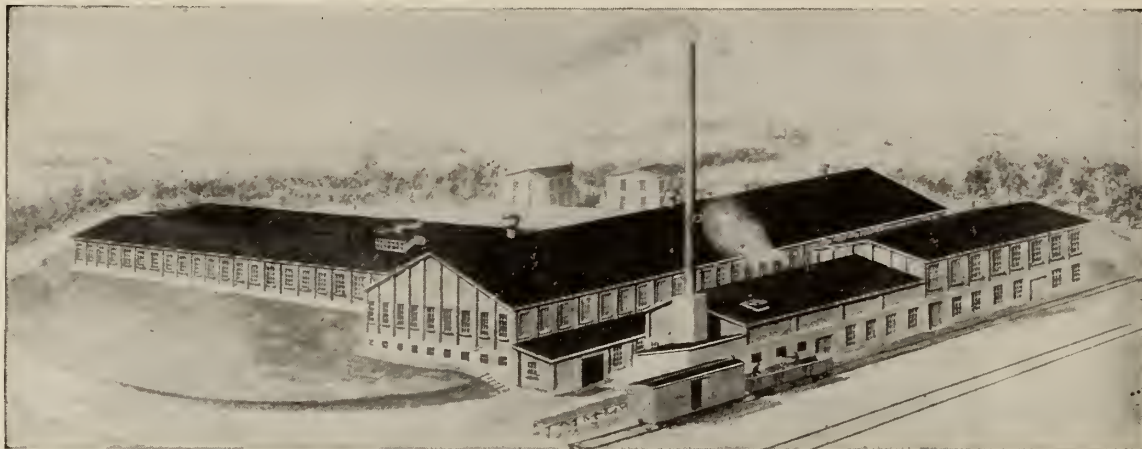
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STOCK AND PRICES OF
NAVY BOND TINTS
ON APPLICATION

Use "STIC-TITE"—the unexcelled
Powder Paste.



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and
Montreal.**



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
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“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

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Toronto Office: Telephone Building

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Permanency of trade is established through satisfaction obtained from
the goods used.

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Show them the qualities of our lines and note
results obtained in the way of repeat orders.

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Earnscliffe Linen Bond
Standard Pure Linen
Colonial Bond
Canada

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Empire Linen Bond
Crown Linen
Mount Royal Bond
Donnacona

Rolland Parchment

Columbia

Envelopes to match

The ROLLAND PAPER CO., Limited

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High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

Samuel Jones & Co.

PATENT NON-CURLING GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

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Cables:
Noncurling

LONDON, ENG.

Code:
A.B.C. 5th

Standard Blotting

*is best for advertising
purposes*

Your particular customers look for something different in blotter advertising. By using "Standard" Brand you are sure to please even the most critical.

Its smooth, firm finish and splendid durability place it ahead of all others. Our brands — "Sterling," "Super-Plate," "Defender Enamel" — are all tip-top.

Send for samples.

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Standard Paper Mfg. Co.

Richmond, Va., U.S.A.

Exclusively —
Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y.

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We Carry a Complete Line of



MADE IN CANADA

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All Finishes

Royal Record

White Azure

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White Colors

Bell-Fast Ledger

White Azure Buff

Organdie Linen Finish

White Colors

Organdie Parchment Finish

White Colors

Genoa Bond

White

Genuine English Bible Paper

25x38—20

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The FRED. W. HALLS PAPER CO., Limited

Richmond and Duncan Streets

T O R O N T O

Telephones Adelaide 1028-1029

Fill Your Paper and Board Requirements Now.

Prices are certain to advance in the near future. Ask for ten good reasons why.

Why not stock now, while you can do so to advantage?

Send a card for particulars of the quality lines we handle. Samples of anything you are looking for sent per return. Write

BEVERIDGE PAPER CO.

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FOR A QUARTER OF A CENTURY
THESE BRANDS HAVE LED THE
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Roller Composition and Casting

GEO. M. STEWART

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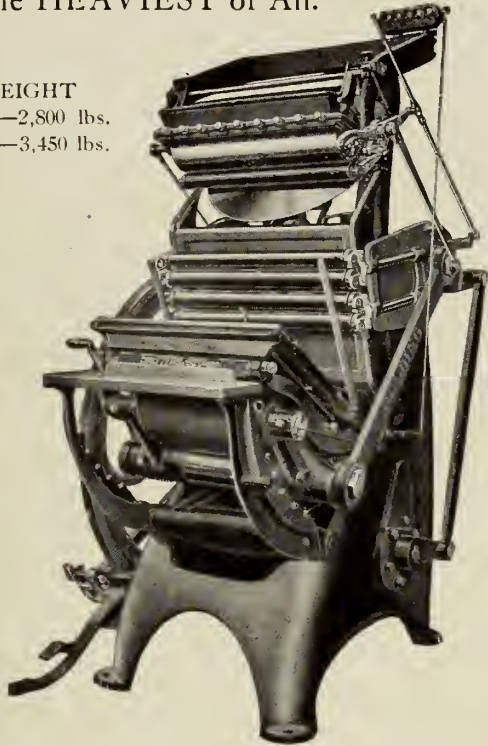
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Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Compare the Weight of the Golding Art Jobber

With Other Heavy Types of Job Press and Note the Golding is the HEAVIEST of All.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression—the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH—DISTRIBUTION—SPEED—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for a copy of "A Catechism on the Golding Jobber."

Golding Manufacturing Company, Franklin, Mass.

Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.



Let Reliance solve your platework problems

WE are fully equipped to take care of your plate requirements, no matter what they may be. Modern machinery with skilled operators guarantee you the best possible results in any kind of platework whatever.

DON'T be content with inferior work. Poor plates will spoil the best piece of printing work ever turned off the press. Reliance plates are always dependable — bright, clean and snappy—just the kind your customers will appreciate.

LET us demonstrate the splendid superiority of Reliance platework. Write us at 143 University Ave., or 'phone Adelaide 4094 for full particulars.



HAMILTON

Pressed Steel Galleys

(Patented, with Jointless Corners)



The need of a strong, serviceable and moderately priced galley for use in connection with the modern method of page storage is responsible for the production of this modern printers' tool.

Hamilton Steel Galleys are of uniform thickness in all sizes—namely, .050 of an inch. They have rigid beads formed into the sides and ends, which stiffen the galley and also serve as a gutter for dirt and water. The corners are in one piece with the rest of the galley and are formed in powerful presses made for the purpose.

Ample stocks of Hamilton Galleys are carried by representative dealers everywhere, notwithstanding the present scarcity of steel. You can get galleys for that big job. Ask your dealer about the Hamilton Galley Storage System and how it saves time for the compositor, for the proof-reader, for the stoneman, for the proofer, and for the customer.



(Enlarged view of patented corner)

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Hamilton Equipments are Carried in Stock and sold by all prominent Type Founders and Dealers Everywhere

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited. { Toronto, 70 York St.
Montreal, 345 Craig St. W.
Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.
Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.

American Type Founders Co., 175 McDermot Ave., Winnipeg.
Miller & J. Toronto, 7 Jordan St.
Richard J. Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.
corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Some Life Stories of Canadian Newspapers

A Chronicle of Some Newspapers Born 50 or More Years Ago—Highly Interesting Publishing and Personal History—A Confederation—Jubilee Retrospect

THIS semi-centennial year of Confederation makes us all think of things as they were fifty years ago, for we delight in contrasts when the years have been periods of notable progress.

Accordingly, PRINTER AND PUBLISHER has been prompted to look back fifty years—through the eyes of others—to see how things stood in Canadian journalism a half-century ago.

A telescopic publication is the *History of Canadian Journalism*, produced in 1908 by a committee of the Canadian Press Association, whose members were John R. Bone, Joseph T. Clark, A. H. U. Colquhoun, and John F. MacKay. Contributors to this volume were:—

Goldwin Smith—A short article on leader-writing.

J. W. Bengough—a poem—"The Journalistic Fellowship."

A. H. U. Colquhoun—a history of the Canadian Press Association, 1855-1908.

J. E. B. McCready—a review of journalism in the Maritime Provinces.

John Reade—a review of journalism in the Province of Quebec.

Arthur Wallis—a review of journalism in Ontario.

Robert Sellar—Reminiscences of 1856. J. P. Robertson—a history of the Manitoba Press.

R. E. Gosnell—a review of journalism in British Columbia.

Included in the volume is a list of officers of the Canadian Press Association for the years 1859-1908 inclusive, and the Membership Roll as it stood in 1908.

This book has done a work of inestimable value as a historical record of journalism in Canada, and the presumption is that a copy of it is to be found in practically every Canadian editor's sanctum. Because of this book and because of its availability, PRINTER AND PUBLISHER is not pretending to cover the same ground. PRINTER AND PUBLISHER's idea has been to gather together some material concerning Canadian publications in existence when Confederation came into effect, and which still survive.

To this end it compiled a list of all such publications known to it, and addressed letters to their publishers asking for biographical matter relating to the publications themselves and to the men

who made and make them. The responses to this correspondence have been gratifying in both number and kind. At the same time, there have been not a few who failed to send in any material, some because difficulty was experienced in getting desired material and some, alas! because the Editor's Chair is a place of somnolence and repose.

From such records as PRINTER AND PUBLISHER possesses, the following list of publications has been compiled.

CANADIAN NEWSPAPERS AGED 50 YEARS OR MORE.

Year Founded.	Publication.	Where Published.
1764.....	<i>The Chronicle</i>	Quebec
1780.....	<i>The Royal Gazette</i>	Charlottetown
1788.....	<i>The Gazette</i>	Montreal
1807.....	<i>The Royal Gazette</i>	St. John
1810.....	<i>The Standard</i>	Kingston
1811.....	<i>The Herald-Telegraph</i>	Montreal
1813.....	<i>The Acadian Recorder</i>	Halifax
1820.....	<i>The Recorder</i>	Brockville
1823.....	<i>The Nova Scotian</i>	Halifax
1826.....	<i>The Chronicle</i>	Halifax
1828.....	<i>The Journal</i>	St. Catharines
1828.....	<i>The Sentinel-Star</i>	Cobourg
1829.....	<i>The Christian Guardian</i>	Toronto
1830.....	<i>The Chronicle</i>	Belleville
1831.....	<i>The Gazette</i>	Pictou
1831.....	<i>The Gazette</i>	Belleville
1833.....	<i>The Guide</i>	Port Hope
1833.....	<i>The Herald</i>	Yarmouth
1834.....	<i>The British Whig</i>	Kingston
1834.....	<i>The Courier</i>	Brantford
1837.....	<i>The Courier</i>	Perth
1837.....	<i>The Times</i>	Hamilton
1837.....	<i>The Carleton Sentinel</i>	Woodstock, N.B.
1838.....	<i>The Maritime Baptist</i>	St. John
1844.....	<i>The Wesleyan</i>	Toronto
1844.....	<i>The Globe</i>	Toronto
1844.....	<i>The Citizen</i>	Ottawa
1845.....	<i>The Witness</i>	Montreal
1845.....	<i>The Stanstead Journal</i>	Rock Is.
1846.....	<i>The Eastern Chronicle</i>	New Glasgow
1846.....	<i>The Spectator</i>	Hamilton
1846.....	<i>The Reporter</i>	Galt
1846.....	<i>The Freeholder</i>	Cornwall
1847.....	<i>The Review</i>	Streetsville
1847.....	<i>The Examiner</i>	Peterboro
1847.....	<i>The Herald</i>	Guelph
1847.....	<i>The Examiner</i>	Charlottetown
1848.....	<i>The Journal</i>	Prescott
1848.....	<i>The Canadian Congregationalist</i>	Toronto
1848.....	<i>The Presbyterian Witness</i>	Halifax
1848.....	<i>The Signal</i>	Goderich
1848.....	<i>News and Eastern Townships Advocate</i>	St. Johns
1850.....	<i>The Herald</i>	Carleton Place
1850.....	<i>The Star Transcript</i>	Paris
1850.....	<i>The Era</i>	Newmarket.

Year Founded.	Publication.	Where Published.
1850.....	<i>The Gazette</i>	Dunnville
1850.....	<i>The Express</i>	Elora
1850.....	<i>The Casket</i>	Antigonish
1850.....	<i>The Courier</i>	St. Hyacinthe
1852.....	<i>The Expositor</i>	Brantford
1853.....	<i>The Review</i>	Peterboro
1853.....	<i>The Times</i>	Owen Sound
1853.....	<i>The Witness</i>	Bradford
1853.....	<i>The Observer</i>	Pembroke
1853.....	<i>The Chronicle</i>	Ingersoll
1854.....	<i>The Beacon</i>	Stratford
1854.....	<i>The Post</i>	Lindsay
1854.....	<i>The Sentinel-Review</i>	Woodstock
1854.....	<i>The Chronicle</i>	Whitby
1854.....	<i>The Observer</i>	Sarnia
1854.....	<i>The Northern Advance</i>	Barrie
1854.....	<i>The Canadian Statesman</i>	Bowmanville
1855.....	<i>The Vindicator</i>	Oshawa
1855.....	<i>The Canadian Baptist</i>	Toronto
1855.....	<i>The Patriot</i>	Charlottetown
1855.....	<i>The Messenger</i>	Prescott
1855.....	<i>The News-Record</i>	Fergus
1856.....	<i>The Advertiser</i>	Waterloo
1856.....	<i>The Watchman-Warder</i>	Lindsay
1856.....	<i>The Economist</i>	Markham
1856.....	<i>The Grand River Sachem</i>	Caledonia
1857.....	<i>The Chronicle-Telegraph</i>	Waterloo
1857.....	<i>The Times</i>	Hamilton
1857.....	<i>The Enterprise</i>	Collingwood
1857.....	<i>The Argus</i>	St. Mary's
1857.....	<i>The Reporter</i>	Millbrook
1857.....	<i>The Observer</i>	Port Hope
1857.....	<i>The Times-Guardian</i>	Richmond
1858.....	<i>The Colonist</i>	Victoria
1858.....	<i>The Free Press</i>	London
1858.....	<i>The Reformer</i>	Simcoe
1858.....	<i>The Standard</i>	New Glasgow
1859.....	<i>The Journal</i>	St. Thomas
1859.....	<i>The Star</i>	Goderich
1859.....	<i>The Journal</i>	Kitchener
1860.....	<i>The Columbian</i>	New Westminster
1860.....	<i>The Record</i>	Windsor
1860.....	<i>The Canadian</i>	Sarnia
1860.....	<i>The Times</i>	Port Hope
1860.....	<i>The Reporter</i>	Gananoque
1860.....	<i>The Huron Expositor</i>	Seaford
1860.....	<i>The Sun</i>	Orangeville
1860.....	<i>The Champion</i>	Milton
1860.....	<i>The Banner</i>	Aurora
1860.....	<i>The Epositor</i>	Perth
1860.....	<i>The Advocate</i>	Mitchell
1860.....	<i>The British Canadian</i>	Simcoe
1860.....	<i>Le Canadian Francais</i>	St. Johns
1861.....	<i>The Bruce Herald</i>	Walkerton
1861.....	<i>The Dispatch</i>	Strathroy
1862.....	<i>The Telegraph</i>	St. John
1862.....	<i>The Advertiser</i>	Owen Sound
1862.....	<i>The Progress-Enterprise</i>	Lunenburg
1863.....	<i>The Gazette</i>	Whitby
1863.....	<i>The Advertiser</i>	London
1863.....	<i>The Planet</i>	Chatham
1863.....	<i>The Perth County Herald</i>	Stratford

Year Founded.	Publication.	Where Published.
	<i>The Examiner</i>	Barrie
	<i>The Telegraph</i>	Welland
	<i>The Review</i>	Kincardine
	<i>The Leader</i>	Morrisburg
	<i>The Advocate</i>	Paisley
	<i>The Observer</i>	Tilsonburg
	<i>The Canadian Gleaner</i>	Huntingdon
1864.....	<i>The Journal</i>	Summerside
1865.....	<i>The New Era</i>	Clinton
	<i>The Witness-News</i>	Bradford
	<i>The Banner</i>	Listowel
	<i>The Star and Standard</i>	Port Perry
	<i>The Courier</i>	St. Stephen
1866.....	<i>The Farmers' Advocate</i>	London
	<i>The Northern Messenger</i>	Montreal
	<i>L'Evenement</i>	Quebec
	<i>The Age</i>	Strathroy
	<i>The Advocate</i>	Cayuga
	<i>The World</i>	Cobourg
	<i>The Express</i>	Colborne
	<i>The Chronicle</i>	Durham
	<i>The Herald</i>	Georgetown
	<i>The Reporter</i>	Kincardine
	<i>The Sentinel</i>	Tottenham
1867.....	<i>The Intelligencer</i>	Belleville
	<i>The Mercury</i>	Guelph
	<i>The Times</i>	Orillia
	<i>The Confederate</i>	Mount Forest
	<i>The Gazette</i>	Almonte
	<i>Hant's Journal</i>	Windsor, N.S.
	<i>The Advertiser</i>	Petrolia
	<i>Le Moniteur Acadien</i>	Shediac
	<i>The Union Advocate</i>	Newcastle, N.B.
	<i>The Monetary Times</i>	Toronto
	<i>The Canadian Lancet</i>	Toronto

This chronological record of a certainty omits some country weekly publications; perhaps, also, some class publications; and if any reader of PRINTER AND PUBLISHER perceives omissions, he is invited to draw attention to them, that we may fill in what is lacking.

It has been found quite impossible to use in this issue of PRINTER AND PUBLISHER all the material possessed concerning publications having a history of 50 years or more. Accordingly in our next issue, the present chronicle will be continued, and will include biographical material relating to

Kincardine Review.
 London Advertiser
 Ottawa Citizen
 Port Hope Times
 Summerside Journal
 Harry C. Stovel
 Simcoe Reformer
 The Guelph Herald
 Charlottetown Patriot
 Yarmouth Herald
 Halifax Chronicle
 Haldimand Advocate
 St. Johns News and Eastern Townships Advocate
 Stratford Beacon
 New Westminster Columbian
 Arthabaska L'Union des Cantons de L'Est
 Windsor Evening Record
 The Barrie Northern Advance
 Kitchener Journal
 Goderich Star
 Perth Courier
 Owen Sound Times and other papers.

Publishers to whom PRINTER AND PUBLISHER has written for material relating to their historic past, and who have not yet replied, or supplied the desired matter are cordially invited to send anything they can gather, for publication in PRINTER AND PUBLISHER next month, or in a later issue.

In the biographical material which follows, it has been necessary in some instances to condense the notes sent in, because of space limitations.

THE QUEBEC CHRONICLE

1764-1917

THE Quebec *Chronicle* is the oldest of Quebec's journals and takes rank as one of its permanent institutions. It had its origin from the *Gazette* under the Neilsons; was matured as a morning daily under the Footes; and has reached its later success under the business journalistic acumen of David Watson and his co-directors.

In its earlier days it had its offices on Mountain Hill, the connecting thoroughfare between upper and lower town; later it had its local habitation in lower town; and now it has its place in upper town on the historic link of Buade Street. Its files provide a record of the ancient capital's doings for nearly a hundred years; and, in these days of its continuing use-



GENERAL DAVID WATSON

The proprietor and manager of the Quebec *Chronicle*. In addition to being a C.B. and C.M.G., he is now the possessor of the title of Commander of the Legion of Honor, the second highest which it is in the power of the French Government to bestow. This coveted decoration, the emblem of French chivalry, was recently received by General Watson while on leave in Paris, from the hands of the President of the French Republic.

fulness in the hands of the directors, while General David Watson, the managing director, is abroad fighting the battles of the Empire, it holds its own as a business enterprise under the supervision of Mr. P. J. Egan.

There have been editors on the staff of the paper whose names have been synonymous with the progress of the city; and seldom has the *Chronicle* failed to advocate the civic advance of the community. Its conservatism has always been a known quantity; always in the line of progress for Canada and the Empire; always in the line of a betterment for the conditions of life in the community. It still has for its managing director, one who has emphasized its patriotism by his own.

General David Watson began his youthful career as a business man while the *Chronicle* was yet under the management of the late John J. Foote; and now as a soldier as well as a business man,

he has brought the *Chronicle* within the historic line of the institutions of the country. The faithfulness of the management of the paper continues, during the General's absence.

The *Chronicle* is still the only morning paper in Quebec city, supplemented, as it is by the *Weekly Chronicle*, and having at its back a large and up-to-date printing establishment and book bindery. The paper has had experience of all the phases of the printer's appliances for supplying reading matter to the public—from the hand-press of "ye olden time," to the roller-press of to-day, from the hand-setting process to the linotype and the monoline. In a word, the story which the old *Chronicle* has to tell is the story of the changes of the printer's art, just as its files repeat the story of the progress of events in Quebec, as also of the world beyond it.

THE KINGSTON STANDARD

1810-1917

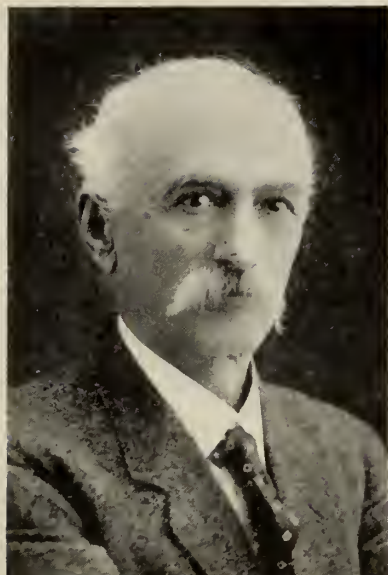
THE Kingston *Standard*, daily and semi-weekly, enjoys the distinction of being the oldest newspaper in Upper Canada and the third oldest paper in all Canada. The first issue of the paper appeared on the 25th of September, 1810, under the name of the Kingston *Gazette*, which was continued for some time as a weekly. Later the title was changed to the Kingston *Chronicle*, still later to the *Chronicle and News*, and later still, when the paper became a daily, to the *News*. About 15 years ago it took over and absorbed the *Daily Times* and for some years was published as the *News and Times*. When the present company, of which W. R. Givens is the sole owner, absorbed the *News and Times* ten years ago the name was changed to the *Standard*, by which name it is now known.

The old files of the former publications are still in possession of the Standard Publishing Co., with the exception of a few that were destroyed by fire several years ago. They are not only very valuable from an historic standpoint, but exceedingly interesting, showing as they do that among the contributors to the paper from time to time were such eminent public men as Sir John A. Macdonald, Sir Henry Smith, Sir Alexander Campbell, Sir Oliver Mowat, Sir George A. Kirkpatrick, and Principal Grant of Queen's University.

In this connection it is interesting to recall that Sir John Macdonald was Member for Kingston at the time of Confederation and there is authority for the statement that some of the editorials, which appeared in the Kingston *News* at that time, strongly favoring Confederation, were inspired by him. Certainly the *News* of that day put up a vigorous fight in favor of Confederation, and Sir John throughout was a frequent visitor to the editorial sanctum.

Throughout its long career the *Standard* has been consistently Conservative, though in its later years it has taken note of the more democratic and independent spirit of the times, and has refused to allow itself to be classed as a party paper, in the narrow sense of the word. It is, in short, a Conservative newspaper but not a party organ or hack.

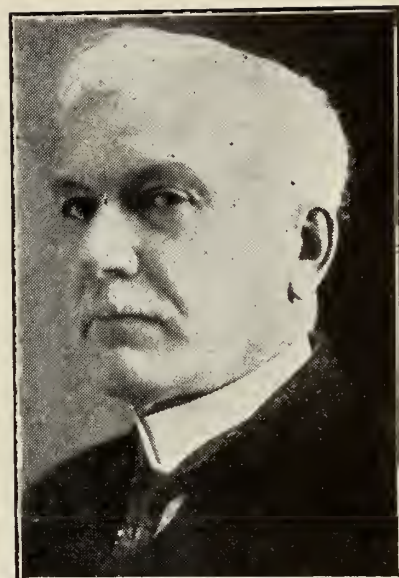
It has had some influential publishers



WILLIAM PANTON
Publisher of *The Milton Champion*.



THE LATE MALCOLM CAMERON
Who established the *Perth Courier* in 1834.



HON. GEORGE P. GRAHAM
Vice-President, the *Brockville Recorder*.



LOUIS BLAKE DUFF
Publisher of the *Welland Telegraph*, which paper was established in 1867.



ERASTUS JACKSON
Who purchased the *Newmarket Era* in 1853, and who has been connected with that paper ever since.



S. L. LYNOTT
Editor and manager of the *Carleton Sentinel*, Woodstock, N.B., which paper was established in 1837, and so is now four-score years old.



W. W. WALKER
The present publisher of the *Perth Courier*.



LYMAN G. JACKSON
Editor and proprietor of the *Newmarket Era* for the past 31 years.



O. M. SEIM
Publisher of the *Bradford Witness*, whose beginnings go back to 1853.

and owners in the 107 years of its existence, and it is understood that at one time Sir John A. Macdonald himself had an interest in the paper. Its publishers include such well known names in the journalistic field as Ferguson, Rowlands, Meek, Shannon, Black, Moore, and others and it has always wielded a potent influence, not alone in its local field but in the larger political field.

It is to-day housed in a handsome building on the main thoroughfare of the city, in the heart of the business district, and has as modern and up-to-date equipment as can be found in any newspaper office of similar size in Canada.

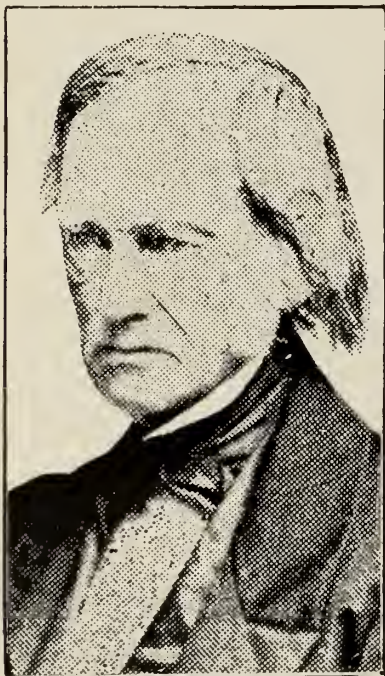
That the members of its staff have done their "bit" in the present war is strikingly evidenced by the fact that since the war broke out the *Standard* has contributed 18 officers and men to the cause, including one major, two captains, a captain and adjutant, and a lieutenant, while a former publisher, Col. L. W. Shannon, is now officer commanding the London military district.

The newspaper to-day has a larger circulation than ever in its history, despite that it is one of the few \$6 a year dailies in Canada, and it is significant to note that since the new management took over the paper the City of Kingston has gone Conservative in every provincial and Dominion election since that time, and once—for the first time in the history of the city, which has ever been a great political battle ground—actually went by acclamation for the Conservative cause.

THE BROCKVILLE RECORDER

1820-1917

THE Brockville *Recorder* was established in 1820. The founder was a Mr. Beach,



THE LATE WILLIAM BEACH, M.P.

An early publisher of the Brockville *Recorder*, and owner from 1823 to 1849.

who carried it on until 1823, when it passed to the control of William Buell. Mr. Buell represented his riding in Par-

liament for some years. In 1849 Mr. Buell sold out to Wylie & Sutton.

Colonel David Wylie was editor from 1849 to 1875. He was Scottish born, and had done journalistic work in Montreal before going to Brockville. For 36 years he was connected with the *Recorder*.

THE ST. CATHARINES JOURNAL

1826-1917

THE St. Catharines *Evening Journal* is one of the daily newspapers that were in existence when Confederation came into effect. The *Journal* was started in



THE LATE COLONEL DAVID WYLIE

Editor of the Brockville *Recorder* from 1845 to 1875, and connected with that paper for 36 years.

In 1875, Mr. Wylie sold the *Recorder* to Dr. S. S. Southworth and T. W. H. Leavitt, but in 1879, returned as partner with Mr. Leavitt. In 1881, Thomas Southworth, a local printer, joined Mr. Wylie. Mr. Wylie retired finally in 1885, selling out his interests to J. J. Bell. Southworth & Bell, the former as business manager, the latter as editor, continued until 1890, when Mr. Southworth became sole proprietor.

George P. Graham joined the paper in 1893, and in the succeeding year the business was under a joint stock company, with Mr. Southworth as president and Mr. Graham as managing director. Mr. Graham formerly owned a paper in Morrisburg, and had been on the editorial staff of the *Ottawa Free Press*. In 1895, Mr. Graham was given entire charge. Up to 1873, the *Recorder* was published only as a weekly. In this year, it began the publication of a daily edition.

The staff of the *Recorder* at present is as follows:—W. H. Comstock, president; Hon. Geo. P. Graham, vice-president; Lt.-Col. W. S. Buell, Capt. W. N. Graham, C. L. Graham, directors; W. J. Moore, manager and treasurer; E. M. Conklin, secretary; M. C. Franklin, editor; T. W. Major, city editor.

1826 by Hiram Leavenworth. It was first known as *The Farmer's Journal and Welland Canal Advertiser*. Leavenworth sold out to William Grant and some years after Grant, Cuff and Montgomery owned the paper. Grant finally retired leaving Montgomery and Cuff as proprietors. Cuff later sold out and became Collector of Customs in St. Catharines. Capt. E. J. Lovelace, Liberal candidate on two occasions for the county of Lincoln, became editor and part owner in an incorporated company known as the *Journal of St. Catharines, Ltd.* Capt. Lovelace later was appointed Postmaster of St. Catharines, and the paper was conducted by the company of whom D. J. McKinnon and the late Robert Thompson, a leading business man and fruit grower, were chief owners. In March, 1910, the paper, etc., was bought by J. M. Elson, former member of the *Montreal Gazette* and *Toronto Globe* staffs, and later editor of *The Sunday World* of Toronto.

The *Journal's* daily edition was established in 1859, eight years before Confederation. It is now an independent Liberal paper.

In its earlier years it exercised a considerable power in a controversy which occurred over the location of the Welland Canal which was being proposed for construction.

THE PICTON GAZETTE

1830-1917

THE first issue of the *Picton Gazette* was published on December 20, 1830, in what was then known as the village of Hallowell, in Prince Edward County.

This village was on the site of the

The HALLOWELL FREE PRESS is published every TUESDAY, by JOSEPH WILSON, at his Office, in HALLOWELL, U. C.

TERMS—Fifteen shillings currency per annum.—If sent by Mail, Eighteen shillings. Subscriptions to be paid half-yearly in Advance.

PRICE OF ADVERTISING—Six lines and under, 2s. 6d. first insertion, and 7 1-2d. each subsequent insertion; ten lines and under, 3s. 4d. first insertion, and 10d. each subsequent insertion; above ten lines, 4d. per line for the first insertion, and 1d. per line for every subsequent insertion.

Advertisements without WRITTEN directions, inserted TILL FORBID, and charged accordingly.

No paper to be discontinued till all arrearages are paid.

Communications coming by mail, must be post paid.

Orders for discontinuing advertisements to us in writing and delivered by SATURDAY EVENING at the latest

This advertisement appeared in the first issue of the newspaper now known as the *Picton Gazette*, date December 20, 1830. The paper then was called the *Hallowell Free Press*, and was the first newspaper to be published between York and Kingston.

present town of Picton and the newspaper which was issued under the name of the *Hallowell Free Press*, was the first published between York and Kingston.

The *Hallowell Free Press* was a four-page, eighteen-inch, five-column newspaper and was published every Tuesday by Joseph Wilson. The subscription price was fifteen shillings per annum at the office of publication—if sent by mail eighteen shillings.

Very little local news was published in the early issues of the *Hallowell Free Press*. In these days there was no daily paper, no telegraph, telephone or railways and the local paper was the only medium for publishing political and world news. Therefore in the files of 1831 we find during the sessions of the Parliament of Upper Canada, that often two of the four pages were filed with very full reports of the debates. These were copied from the *Christian Guardian*, which was established in the year previous to the *Gazette*.

The publisher, Joseph Wilson, was the proprietor of the local book store, and in connection with his printing business he also ran a book bindery. In an advertisement on June 6, 1831, he gives notice that raw sheep skins would be received in payment of book binding, ruled forms, books, etc.

In 1836 the name of the paper was changed to *The Traveller or Prince Edward Gazette*, with Cecil Mortimer as editor and proprietor, and John Silver printer; and the date of publication was changed to Friday, the paper having grown to a six-column, four-page sheet.

In 1841 J. O. Dornan became editor and publisher and the paper was published under the name of the *Prince Edward Gazette and Bay of Quinte Advertiser*

In 1848 the business was acquired by Thos. Donnelly who was general merchant of the town, and also superinten-

dent of the town public school, Maurice Moore being the publisher.

Under this management the paper was first called the *Picton Gazette or Prince Edward General Advertiser* and seems to have prospered, for we find in 1856 that it was a four-page, eight-column paper, twenty-three inches to the column.

On April 15, 1856, Stephen M. Conger became the owner and this was the beginning of many years of prosperity for this journal. Mr. Conger was a young man at this time and brought to the business a practical knowledge of printing.

A few years later he had associated with him in the business his brother, J. W. Conger, and under the ownership and management of S. M. Conger & Bro., the *Gazette* continued to be published until the death of both members of the firm, Stephen M. Conger's death occurring on Feb. 12, 1908, aged 74 years, after 52 years' service as editor and proprietor. His brother, J. W. Conger died on May 25th, 1911, aged 72, also completing 52 years with the *Gazette*.

After J. W. Conger's death the business was managed by E. W. Sheriff, with whom was associated J. H. Hodgins, who went to the *Financial Times*, Montreal, in April, 1912, when the *Picton Gazette Publishing Company, Limited*, was form-



STEPHEN M. CONGER

Who for 52 years was editor and publisher of the *Picton Gazette*, from 1856 to 1908.

ed and the business taken over from the Conger estate and Messrs. Sheriff and Hodgins.

Among those who were interested in the formation of this company was A. E. Calnan, who on Jan. 1st, 1913, assumed the editorship and management of the paper, and since that time has secured a controlling interest. Before beginning journalistic work Mr. Calnan was a successful farmer of Prince Edward County, and had been engaged for some years at Farmers' Institute work in connection with the Ontario Department of Agriculture. Since Mr. Calnan has assumed management the business has been thoroughly re-organized and equipped with modern up-to-date machinery, the latest

addition being a Model 8, three-magazine linotype.

The *Gazette* is an eight-page, seven-column weekly, published every Thursday morning, giving special prominence to local news with a good staff of reporters from the surrounding district.

THE TRAVELLER

IS PUBLISHED EVERY FRIDAY, BY
CECIL MORTIMER, EDITOR & PROPRIETOR,
at his Office in Hallowell.

JOHN SILVER—PRINTER.

TERMS.

Twelve shillings and six pence per annum if paid in advance, or within three months from the receipt of the first paper; and fifteen shillings per annum, if not paid till the end of the year.

If sent by mail, four shillings extra, must be paid for postage. Wood and country produce, received in payment, at the market price.

PRICE OF ADVERTISEMENTS.

Six lines and under, 1s. 6d. first insertion, and 6d. each subsequent insertion: over six lines, 3d. per line for the first insertion, and 1d. per line for every subsequent insertion.

Advertisements without written directions, inserted till forbid, and charged accordingly.

No advertisement received after twelve o'clock on Thursday morning.

All orders for discontinuing advertisements must be given in by Wednesday morning.

Any person procuring six Subscribers, and paying annually for the same, shall be entitled to a seventh copy gratis.

All communications addressed to the Editor must be post paid.

The advertisement of the *Traveller* or *Prince Edward Gazette*, which appeared in its own columns in January, 1836.

In addition to the newspaper business a large line of job printing is carried on, practically all the composition for newspaper and job work being done on the three-magazine linotype recently installed.

THE PAPERS OF LANARK AND COUNTIES

1834-1917

IN THE field covered by the counties of Lanark and Renfrew in 1857, there were but five newspapers in existence. These were: The *Perth Courier*, published by the late G. L. Walker, father of the present proprietor, W. W. Walker; the *Perth Expositor*, published by Cairns & Scott; the *Carleton Place Herald*, by James Poole; the *Almonte Gazette*, by Messrs. Northgraves & Templeman; the *Pembroke Observer*, by J. M. Walker. Of all these gentlemen who were members of the Fourth Estate fifty years ago, the only one now living is J. M. Walker, who is a resident of Perth.

The oldest of these newspapers was the *Perth Courier*, which was established in 1834 by the late Hon. Malcolm Cameron,

and the printer in charge was a young Irishman named James Thompson, afterwards Sheriff, who died a few years ago at the age of 101 years. The *Courier* is yet a vigorous newspaper with its years of 82 to its credit.

The Picton Gazette,

A CONSERVATIVE JOURNAL,

DEVOTED TO

Politics, Literature, and General Information:

Published every Wednesday.

BY

STEPHEN M. CONGER,

AT HIS OFFICE IN PICTON.

TERMS:

TEN SHILLINGS per annum if paid in advance, or within the *First Three Months*; or TWELVE SHILLINGS and SIX PENCE at the end of the year.

No paper discontinued until all arrears are paid up, except at the option of the Publisher.

Rates of Advertising.

Six lines and under, 1st insertion,	2 6
Each subsequent	0 7½
Six to ten lines, first	3 4
Each subsequent	1 0
Above ten lines, (½ line) 1st	0 4
Each subsequent	0 1

A liberal reduction made to those who advertise by the year.

Advertisements for insertion must be delivered by 12 o'clock, noon, on Tuesday, to ensure their appearance.

All advertisements without written directions, inserted until forbid, and charged accordingly.

This advertisement appeared in the *Picton Gazette* in June, 1856. It possesses much interest. In 1854 the publisher was Maurice Moore.

The *Perth Expositor* is still living, somewhat younger, but flourishing. Its originators were Cairns & Scott. Mr. Cairns was afterwards postmaster of Perth, and his partner, Thomas Scott, moved to Winnipeg, which he afterwards represented in the House of Commons, and later, was appointed Customs officer for that city. His bent was military matters, and he as captain accompanied General Wolseley in the Red River expedition at the first Riel Rebellion, became a Colonel, and was popularly known as Colonel Scott.

The *Carleton Place Herald*, the *Almonte Gazette* and the *Pembroke Observer* are all still living, and are all good representatives of active and enterprising newspapers. The late Hon. Senator William Templeman, of Victoria, B.C., was one of the first proprietors of the *Almonte Gazette*.

THE NEWMARKET ERA

1852-1917

THE *Newmarket Era* was issued the first week in February, 1852, by S. Porter who sold out to Erastus Jackson, then with the *Guelph Advertiser*, in June 1853. After running the paper for nearly 30 years his son, Lyman G. Jackson became Editor and Proprietor with his father as Associate Editor, which arrangement has continued for the past 31 years. During all this time the *Era* has been a dominant factor in North York and has contributed much to the progress of the town it has so faithfully represented.

The *Era* was the first country office to install the Monoline and the first office in Ontario to install electric heater for Linotype.

Erastus Jackson and Mackenzie Bowell are the oldest members of the Canadian Press Association now living. Mr. Jackson was secretary of the Association for some years and was also honored with the Presidency.

THE CARLETON SENTINEL

1837-1917

THE *Carleton Sentinel*, Woodstock, N.B., was begun in 1837—the year when Queen Victoria was crowned Sovereign of Great Britain and her overseas possessions. It is New Brunswick's oldest Newspaper. At the time of Confederation Mr. James Watts was the editor of the *Carleton Sentinel*, taking up the position in that year and continuing it up to the time of his death in 1903. He had associated

The Carleton Sentinel.

Saturday, January 5, 1867.

THIS number begins, nominally the 19th volume of the *SENTINEL*, although the paper is really over 30 years old, a very respectable age for a provincial newspaper. There is no other in the Province to dispute the claim of being the oldest except the *St. Andrews Standard*, and between the two there is but little difference in age.

We mention this circumstance as reflecting credit upon the County in having for so long a time sustained the, we believe, continuous publication of a paper which has always been on the side of popular institutions, and whose politics have kept pace with, or rather led in, the expansion and development of liberal principles.—The *SENTINEL* may fairly be regarded as an institution of the up-river districts, and we trust shall continue to be the "Watchman" for the people, so long as independent, honest and progressive principles commend themselves to a majority of those people. We can only say now on the threshold of what will probably be a most eventful year to our Province, that the *SENTINEL* will be "as in the past but much more abundant" so far as it can be made more useful, more instructive, more welcome to its readers.

The Woodstock (N.B.) *Carleton Sentinel's* announcement of the inauguration of Confederation.

with him his brother, Samuel Watts, who has also passed away. There have been two changes in the editorial management since that time, S. L. Lynott being the present editor and manager, since 1912.

THE BRADFORD WITNESS

1853-1917

IN 1853 Richard Goldie founded the *Bradford Chronicle*, followed in a few years by W. B. Donaldson who changed the name of the paper to the *South Simcoe Times*. In 1865 Porter & Broughton assumed control of the paper and the name was again changed to the *South Simcoe News*.

In 1878 a newspaper called the *Bradford Herald* had a six-months' run under the editorship of M. H. Keefer. In the fol-

lowing year E. Garrett started the *Bradford Witness*, and in 1892 the *Bradford Witness* and the *South Simcoe News* were amalgamated, the volume number of the *South Simcoe News* being retained.

The Carleton Sentinel.

Saturday, July 6, 1867.

THE *New Dominion* was ushered into existence by no very noisy or remarkable demonstrations in Woodstock. The notice was too short for any preparations for an ostentatious display. We had no flags at half-mast, however, but from the Orange Hall and the "Flag Staff" the Union Jack, run up to the full height, wooed the breeze in all its beauty. A mighty peal from one of the cannon belonging to the battery here awoke the Town from its early slumbers on the first hour of Monday morning. The Rifles, under Capt. Ketchum, and Artillery, under Capt. Edgar, had a drill in the forenoon, and at noon fired a salute. In the afternoon the Brass Band in a carriage paraded the streets discoursing excellent music. By the way, this Band, under the tutelage of Mr. Foster, is rapidly improving. The Rifles having laid aside their murderous weapons came out in their other, more peaceful yet not less important role of Firemen, and with the engine, of which they have control, under Capt. Strickland, exercised themselves manfully and well for a time. There were a good many people in from the country, and everybody looked happy and satisfied, and the day passed off quietly without row or uproar.

And as happiness, peace and contentment, have thus marked the advent of Union, we hail it as an omen of future peace, prosperity and happiness for the whole DOMINION OF CANADA.

The Woodstock (N.B.) *Carleton Sentinel's* announcement of its entrance upon its 30th year of history.

Thus Bradford has had a newspaper continuously since 1853, though the change of ownership brought a change of name a number of times.



JAMES WATTS

Editor of the Woodstock (N.B.) *Carleton Sentinel* at the time of Confederation, at which time the *Sentinel* had been established for 30 years. Mr. Watts died in 1903.



R. B. FERRIE
President The Hamilton Times.

THE HAMILTON DAILY TIMES 1837-1917

WHEN Confederated Canada was born in 1867, half a century ago, the *Hamilton Daily Times*, although at first under another name, was 30 years of age. It had its birth in 1837, during the troublous times of the Mackenzie Rebellion, when Liberalism was fighting with its back to the wall against class privilege and autocratic arrogance. It was under these conditions that the *Times* entered the journalistic field. This venture was not made in a money making spirit, for it took its young life in its hands when it sought to do battle in the Liberal interest against the entrenched defenders of those who usurped the rights of the common people. The *Times* was at first published as a weekly, under the name of the *Hamilton Free Press*. In 1853 it became a daily and changed its name to the *Banner*. In 1857 it again made a change of name, becoming the *Hamilton Daily Times*, by which name it has ever since been known.



ALEX. THOMSON
Editor of The Hamilton Times.

During those long years Governments have come and gone and many public questions pregnant with good or evil to the people of Canada have agitated the public mind, and in all these the *Times* has ever been found on the side of democracy, battling for the rights of the people. The greatest good to the greatest number has ever been its motto. Believing in Liberal principles, it has never given a slavish adherence to the Liberal party. It has given a loyal and independent support to the great Canadian Liberal party, and it has found much to admire and support in British Liberalism. The Social Legislation of the British Liberals is worthy of emulation in Canada, for without a contented people we cannot have a united and prosperous country.

That the *Times* does not follow a beaten path marked out for it by the legislators or moulders of public opinion is shown by the fact that it advocated the enfranchisement of women, in recent years, before the question was taken up or endorsed by the politicians of Canada. It was the first Canadian newspaper to take up the cause of the women and to plead that justice be done them.

In the same manner, the *Times* was the first Canadian newspaper with foresight and vision enough to see that voluntarism would fail in the long run in providing Canada with her needed soldiers for the front. The *Times* led the way of all the public journals and public men of the Dominion in demanding that registration and conscription be put in force. Had its pleadings been headed by those in authority, or had it been supported by the other Canadian newspapers in its call for conscription, the country would not be in the plight it finds itself to-day.

The *Times* was ten years old when Hamilton became a city and it has grown with the city from being little more than a mere hamlet to its present position, as a city of over a hundred thousand inhabitants and one of the most important industrial centres of the Dominion.

When the *Times* was first published the type was set up by hand, the paper was printed on a hand press and then folded by hand. To-day the type is set by machines, the paper is run off on an Hoe Quadruple Press with color attachment, from a continuous roll of paper and is folded as it is printed. As great a revolution has taken place in the News Department. No longer does an Editor wait for the arrival of a sailing vessel from Europe before he gives his readers the news of the world. Daily, there flashes across the ocean into the editorial sanctum the wide world news. He has news of the battles and raids in France an hour or so after their occurrence, and there are occasions when the wire beats the sun, and we have the news of battle here before the time of its occurrence in France.

The *Times* has ever taken a deep interest in clean healthy sport. In aquatics, cricket, football, bicycle riding and lawn bowling it has taken a special interest. When bicycling was a favored and prominent pastime, the *Times* introduced race meets, for which it donated prizes. For twelve years now it has been encouraging business men in the healthful sport of Lawn Bowling, yearly providing prizes for the winners.

The *Times* has also donated consider-



J. M. EASTWOOD
Secretary-Treasurer The Hamilton Times.

able time and money to the furtherance of the playground scheme for the benefit of the rising generation.

Mr. Robert B. Ferrie is president, and Mr. John M. Eastwood, vice-president and secretary-treasurer of the Times Printing Company.

Among the editors of the *Hamilton Times* may be mentioned Mr. John Maclean, the father of the National Policy and father of W. F. Maclean, M.P., proprietor of the *Toronto World*. Mr. Maclean was editor in the later 60's and early 70's. About this time he became indoctrinated with protectionist principles, and as he could not ventilate his opinions in the columns of the *Times*, he resigned and shortly after was called to Ottawa by Sir John A. Macdonald, where he built up the schedules for the new protective tariff along the lines which Sir John had then espoused.

Mr. Maclean was followed in the editorial chair by Mr. Tyner, who later became editor of the ill-fated *Toronto Liberal* for the few months that it existed.



CAL. DAVIS
Managing Editor of The Hamilton Times.



Home of the *Hamilton Times*, which paper began its career 80 years ago—in 1837.

Mr. Grayson followed Mr. Tyner for a short time, the latter returning to the *Times* where he continued as editor until his death.

Mr. George Lumsden then became editor, remaining in that position until he resigned to become Deputy Minister to the late Hon. Mr. Hardy, Provincial Secretary in the Mowat Government.

Mr. H. F. Gardiner succeeded Mr. Lumsden and for about twenty years controlled the destinies of the *Times* until he resigned to accept the position of principal of the Ontario School for the Blind, Brantford. On his retirement Mr. John Carrick became editor, resigning in 1912, owing to ill health when the present editor, Mr. Alex. Thomson, assumed the duties. During Mr. Carrick's occupancy of the chair Mr. Calvin Davis was appointed managing editor.

THE MILTON CHAMPION

1860-1917

THE *Champion* of Milton, Halton County, was first started in Georgetown, and shortly afterward established in Milton by its original publisher James A. Campbell. In August 1864, the business was purchased by Robert Matheson, B.A., who was at the time principal of the Milton High School. Robert Matheson sold out to his brother, John D., in 1870, J. D. Matheson to S. P. Pantton the late John Rixon in 1874 and they to the present proprietor and the late D. W. Campbell in 1882. J. D. Matheson died at Billings, Montana, last year, John Rixon died there twelve years ago and S. P. Pantton is there now. Mr. Campbell died in 1896.

The *Champion* has been under the management of the Matheson and Pantton families since 1861, a period of 53 years, and until 1882, when it became independent, was a loyal and faithful exponent of the Liberal cause.

Robert Matheson, after leaving the *Champion* purchased the Clinton *New Era*, and subsequently founded the St. Catharines *Daily News*. For the past 36 years he has resided in Chicago, where he was the first editor of the *British*

American, and editor and proprietor of the *Canadian American*. At the age of 82 years he is still hale and hearty, and takes a warm interest in everything Canadian and in the progress of the worldwide struggle for liberty and civilization.

THE HURON EXPOSITOR

1860-1917

THE *Huron Expositor* was established in Seaforth in 1860 by the late Hon. G. W. Ross and the late Mr. Luxton of Winnipeg. The late M. Y. McLean was foreman and editorial writer for them for one year when he purchased the paper which he conducted until his death in January, 1916.

For a short time in the early days he had associated with him his brother the

late Alan McLean, the business being run under the firm name of McLean Bros. and under which title it is still doing business. In Mr. McLean's hands the *Expositor* was raised to one of the finest weekly newspapers in Canada, and now enjoys probably the largest circulation of any purely local paper in Ontario, having a circulation of 3,500 and 1,823 subscribers of that total being in Huron county alone.

THE KINCARDINE REVIEW

1863-1917

THE *Kincardine Review* was started the year in which its present proprietor, Col. Hugh Clark, M.P., was born, which of course is only a coincidence, namely, in 1863. The late Jos. Lang was editor of it. He afterwards left there and went to Chicago. The paper was conducted by the late T. C. Bartholomew, afterwards of the *Norwich Gazette*. Then the late Andrew Denholm purchased it, and changed the name to the *Standard*. Mr. Lang came back from Chicago about 1884, and repurchased the paper and restored to it the name of the *Review*. Mr. Denholm went to Blenheim and bought the *News*. Hugh Clark purchased the paper in 1890, and has had it ever since.

THE OWEN SOUND ADVERTISER

1863-1917

THE *Owen Sound Advertiser* was established by Pratt & Little, and the first number issued on January 1, 1863. This arrangement continued until 1866, when J. H. Little became sole proprietor and editor, and continued to be so for the following fifty years, only retiring from active business in April 1, 1912. Mr. Little disposed of his business to Moffat, Dobie and Smithson, which arrangement continued until autumn of 1912, when Mr. Moffat retired from the firm.

In August, 1913, H. P. Smithson sold out his interest to J. D. Finlay, formerly of the *Collingwood Enterprise*, and a



THE HURON EXPOSITOR

Newspaper and Job Printing Establishment, First Door West of the Farmers Store, Seaforth, Ont.

The original *Huron Expositor* office as it was in the early 70's. The *Huron Expositor* was established in 1860 by the late Hon. G. W. Ross and the late Mr. Luxton, of Winnipeg.

Welland

Telegraph

Terms \$1.50 in Advance.
VOL. II.—NO. 52.

\$2.00 if not in Advance.
WHOLE NO. 102.

Business Cards.

L. D. RAYMOND,
BARRISTER, &c., &c.,
WELLAND, C. W.
Office in the Court House, 23-17.

T. CRAIG,
Law Office—Court House,
WELLAND, C. W.

CURRIE & HAMILTON,
BARRISTERS, &c.,
WELLAND.
Office, Court House, 63
J. G. CURRIE C. E. HAMILTON.

J. C. RYKERT,
BARRISTER AND ATTORNEY AT LAW,
Office, over McCall's Store, 30-17,
January, 1884.

GEORGE BAVER,
BARRISTER AND ATTORNEY AT LAW,
Office, opp. Church of England, Thorold.

Canada Without Reciprocity.
We have received the following ideas from an influential public man, whose opinions should carry great weight in the country:
I entertain the opinion quite strong, that if Canada pursues a proper policy, she will soon be better off without Reciprocity than she is now with it. I believe that there are certain things which Canada produces which the States must have; and if the latter put on duties, it will simplify and in the consumer paying the extra price. I believe that to be an inevitable law of trade. I believe, so that the States must for years to come, be a dear and heavily-taxed country. The true policy of Canada is to make her country cheap and as lightly taxed as possible. To largely reduce her customs tariff; to go as far and as quickly as possible in the direction of free trade; to raise her revenue by increased stamp duties; by some increase of excise, and by gradual direct taxation, com-

A Sad Picture.
M. Edmond Abbot is working on a novel of which this is an incident of real life here is the theme:—A young man of enormous wealth is extremely in love with a young girl, but he cannot marry her, so great is the disparity between their social positions. He goes to a school-fellow, who is very poor, ignorant of the world, and absorbed by a love of chemistry, which is to some degree a platonic love in consequence of his poverty, and he says to him: "You care for nothing on earth but chemistry; now, if you agree to my proposition I will give you money enough to enable you to devote your whole time and attention to your favorite study. This is my proposition: Ask Me. — in marriage; she will not refuse you; I have arranged that with her. After marriage you both take up your residence with me, and you will be the nominal, I will be the real husband." The poor student accepted the proposition. The two lovers launched their

To Correspondents.
No notice will be taken of Anonymous Communications. Whatsoever is printed for publication must be authenticated by the name and address of the writer, and necessarily for publication. We can by no means return rejected communications.
Letters, copies of which are forwarded to other papers, must be accompanied with an assurance that this rule is complied with, and be given before any communication is published.
All letters must be addressed to
F. R. DEWHURST, Welland.
Proceedings of the County Council of the County of Welland.
TUESDAY, Dec., 10, 1883.
The members of the County Council.

joint stock company was formed, known as The News Printing Company of Owen Sound, Ltd., J. H. Finlay of Collingwood being president; J. D. Finlay, Owen Sound, vice-president, and D. R. Dobie, secretary-treasurer. Mr. Dobie, who was a member of the 31st Regt., being a peacetime soldier, felt it imperative that he should also be a real war-time soldier, and on Jan. 1, 1915, enlisted for active

service. He was then given the rank of captain and has since been given a major's certificate. He is now in England with the 8th Canadian Reserve Battalion.

The *Advertiser* was established as a Liberal journal, and has been so identified nearly ever since, though not being so hidebound as to lack independent thought and action, especially of late

years. The paper was started as a four-page double-demi weekly, as which it continued till 1888, when it was issued semi-weekly, up to the present. The paper is now an eight-page six-column paper.

While the *Advertiser*, in common with its contemporaries of the newspaper world, has had a few knocks and ups-and-downs, it has managed to stay in the game.



J. M. ELSON

Editor and publisher of St. Catharines Journal, founded in 1826.

THE WELLAND TELEGRAPH

1863-1917

The *Welland Telegraph* was founded in 1863 by Edward Rosenorn Dewhurst, as the Conservative organ in Welland County. In 1872 it was purchased by the firm of James Brown & Company, consisting of James Brown, for many years after an official in His Majesty's Customs at Niagara Falls, and N. B. Colcock, who in later years was editor and proprietor of the Brockville Times, and more recently Commissioner for the Province of Ontario, in London, England.

Mr. Brown's interest in the *Telegraph* was eventually purchased by N. B. Colcock, who, with the exception of a brief interval in which the firm was Colcock & Durnan, was the sole proprietor until 1881. At that date The Welland Printing & Publishing Company was organized with N. B. Colcock as president and W. T. House as secretary-treasurer.

In 1883 a new company was formed with Dr. John Ferguson, M.P., as president. For a few months it was carried on under the management of D. McConachie, and the late Hon. W. T. Montague was editor. Mr. McConachie was succeeded by W. H. Blackabee, now of Kingston.

The *Telegraph* was purchased in October, 1885, by Messrs. Sawle and Snartt of Brantford. Mr. Sawle was a journalist of long experience, having for ten years been the editor of the Grand River

An old Upper Canada—"Canada West"—newspaper still being published. This year, this month, Welland attained the status of a city.

Orillia Expositor.

AND NORTH SIMCOE JOURNAL OF THE TIMES.

Vol. I, No. 1.] ORILLIA, CANADA WEST, FRIDAY, MAY 3, 1867. [Terms \$1.00 in advance.

O'BRIEN & CO.,
General Merchants, Orillia,
DEALERS IN
SIMPLE AND FANCY DRY GOODS.

Miscellaneous.
MRS. SLOWMAN AT THE CATTLE SHOW.

"It is my belief," you will say, you took the paper yesterday," I called out. He made no reply, but tried to push by. I was determined, however, and I caught him by the back of the neck, and I held my breath, and sang like a bird. When he found he could not shake me off, he asked for the mistress of the shop, and asked in a kindly manner whether she did not know the name of a certain Dr. Hall.

Orillia's first newspaper. The forerunner of The Orillia Times, established May 3, 1867—in Confederation year. It was begun by C. Blackett Robinson and the late Peter Murray.

Sachem, and for three years manager of the Brantford Telegram. In May, 1886, Major Snartt retired from the firm to accept the position as manager of the Brantford branch of the Bank of London. Mr. Sawle continued in his ownership and editorship of the Telegram until his death in 1889. Mrs. Sawle continued the business, under the management of J. R. Sawle for nearly a decade.

The business was purchased by T. H. Sears in 1887 who sold out in 1930 to his son, Frank H. Sears, and G. R. T. Sawle. In 1906 Louis Blake Duff succeeded Mr. Sawle in partnership with Mr. Sears, and three years later, on the retirement of Mr. Sears to accept a position with the Toronto Type Foundry, assumed sole proprietorship.

ORILLIA TIMES

1867-1917

FIFTY years ago on the third day of May, the year of Confederation, Orillia's first newspaper made its appearance, and from that day to this the wheels of the printing press have never ceased to turn in Orillia, and the news of the community and district has been regularly published. A few months previously Orillia had been incorporated as a municipality and what more fitting than it should have its

own printing press as an expositor of local events?

Orillia was not served by a railroad in those days, and to transport a printing plant forty miles by horse and wagon over rough roads was a formidable undertaking. To establish a newspaper in the newly incorporated village was no easy task, and showed that the promoters were possessed of the true pioneer spirit. The first printing plant was brought to Orillia from Lindsay. It consisted of an army hand press, a few cases of type, and sufficient paper to print the first issues.

C. Blackett Robinson was at that time publishing the Lindsay Post, and one of his ambitious workmen, the late Peter Murray, was entrusted with the mission of establishing a newspaper in the coming northern metropolis.

The trip from Lindsay was made in two days, stop over at night being made at Beaverton, Mr. Murray's parental home. Arrived at Orillia there was difficulty in finding a place wherein to locate.

A home for the wagon load of printing material was finally found in a building on the north-east corner of Coldwater and Matchedash Streets, and here *The Expositor and North Simcoe Journal of The Times* first saw the light of day, and was published to an expectant community on Friday, May 3, 1867.

Six months later, on November 15, Mr.

Murray bought out Mr. Robinson's interest in the paper, and became proprietor as well as editor and publisher. In turning over the paper to his successor, Mr. Robinson said: "By a united effort on the part of those interested in the progress of the locality, the *Expositor* may be properly maintained, and its sphere of usefulness enlarged. The measure of advantage a local paper confers upon the place in which it is published depends more on the people themselves than upon the publisher. It is only by the united generous support of the people that the *Expositor* can hope to succeed."

The *Expositor* was a four-page, six-column newspaper, and enjoyed a very fair advertising patronage. Among the advertisers were: Mulcahy & Co., who offered "men's suits at \$2.50, long boots, \$1.50, ladies' French gaiters at \$1, and tea at one dollar a pound." O'Brien & Co., who sold bacon at 10c. lb., dry goods, hardware and groceries; Frank Kean, announced that he had "changed his business from a bakery and confectionery, and put in a stock of dry goods, groceries, liquors, hardware, boots and shoes." J. P. Cockburn, "Manchester House," opposite the English church, sold prunella shoes, clothing prints, hoop skirts, pork, flour, and oats; Wesley Bingham, hardware, house furnishings, fancy goods and toys. Thomas Goffatt was a linen and

The Orillia Times.
PRINTED AND PUBLISHED BY
"THE TIMES"
PRINTING AND PUBLISHING CO.
AT THE "TIMES"
PRINTING AND PUBLISHING CO.
AT THE "TIMES"
PRINTING AND PUBLISHING CO.

The Times.

ORILLIA, ONT. MARCH 12, 1878. NO. 1

ADVERTISING RATES.

First Edition, per line, 10c.
Second Edition, per line, 8c.
Third Edition, per line, 6c.
Fourth Edition, per line, 4c.
Fifth Edition, per line, 3c.
Sixth Edition, per line, 2c.
Seventh Edition, per line, 1c.
Eighth Edition, per line, 1c.
Ninth Edition, per line, 1c.
Tenth Edition, per line, 1c.

THE LEGAL PROFESSION.
JAMES H. BROWN, ESQ.
JAMES H. BROWN, ESQ.
JAMES H. BROWN, ESQ.

POETRY.
LAYS AND TALK.
LAYS AND TALK.
LAYS AND TALK.

WIT AND HUMOR.
WIT AND HUMOR.
WIT AND HUMOR.



THREE FORMER EDITORS OF THE ORILLIA TIMES.

Expositor was moved to the new building. The building was 38 x 50, two stories, roughcast, "the first floor tastefully finished for a general store." The *Expositor* occupied the upper flat of the building.

The *Expositor* was well supported, and continued to flourish. A year after first publication it was enlarged, seven columns to the page instead of six, with a proportionate increase in length.

The telegraph line reached Orillia July 1, 1868, and is announced as an auspicious occasion, equalled only by the Confederation of the Provinces a year previous. Rates were, 10 words to Barrie, 25c.; to Toronto, 35c.

In a review of the progress of Orillia during the year 1868, the *Expositor* notes that Mr. Tait has a shingle mill, driven by steam; John & William Bailey, horse-power planing mill; Wm. Tudhope erected brick store building, 40 x 80, two stories, corner Mississauga and West Sts., the Presbyterian church was enlarged, and a fine drill shed erected on Coldwater



REV. DR. G. H. PORTER

One of the founders of the *South Simcoe News*, residing at Stella, Ont.

Street. The ringing of the English church bell at 7, 12, and 6 gave the village a standard of time.

Dr. Robert Ramsay came to Orillia in 1869, and announced his intention of starting a second newspaper in the village. He also made an offer to purchase the *Expositor*, which Mr. Murray finally accepted.

In issue September 10, 1869, Mr. Murray announced sale of the plant and goodwill to Ramsay & Co.

In the same issue Ramsay & Co. announce that "having purchased the *Expositor* of the proprietor, Peter Murray, Esq., we have the honor to announce that in future it will appear as the *Northern Light*, the prospectus of which will be found in another column, and we confidently hope that, by a strict adherence to the principles there laid down, we shall merit a fair share of public patronage."

The prospectus of the *Northern Light* stated that the following principles would be strictly adhered to:

(1) Allegiance to the British throne.

woollen draper, conducted a millinery establishment, and was also agent for the Hudson's Bay Company. James Larard, "from London, England," was a watch and clock maker, "next door to post office." Dr. J. W. Slaven, chemist and druggist, sold room paper, teas and to-

baccos; wines, brandies, whiskey and gin for medicinal purposes. One enterprising merchant announced that he had received "30 barrels of the best domestic whiskey," which he offered at "seventy-five cents per gallon."

In September of the same year the



H. T. BLACKSTONE
Manager Times Printing Co., Orillia.

and early 1872 the Orillia *Expositor* was again established by its former successful proprietor. This gave Orillia three newspapers, the *Northern Light*, published by Ramsay & Co.; the *Packet*, by W. M. Hale, and the *Expositor* by Peter Murray.

Aside from journalism in Orillia, it may be noted that in April, 1872, John



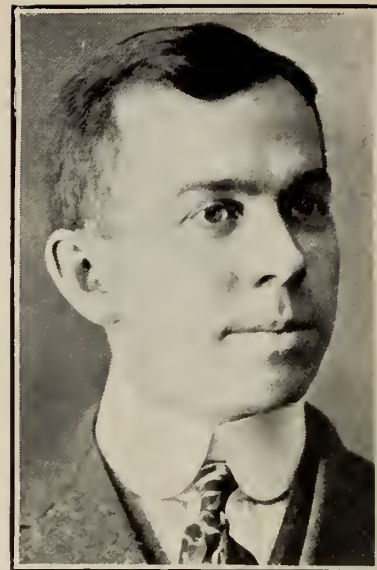
T. G. KING,
Editor of The Orillia Times.

Colclough McMullen established the *Washago Pioneer*, the only newspaper Washago ever had. A few weeks later announcement is made that Jos. McKay, who was foreman of the *Northern Light*, had become editor and proprietor of the *Pioneer*.

After its reorganization in January, 1872, the *Northern Light* ran along for another year, but with two contemporaries in the field, its task was an uphill one, and early in 1873 its career was ended.



H. S. BROUGHTON
Associated as owner with the old South Simcoe News—in 1865.



GEO. A. BLACKSTONE
Manager of Advertising, The Orillia Times.

When the *Northern Light* ceased publication a joint stock company was organized and the plant of the defunct paper purchased. The Times Printing Company was composed of Hugh Sutherland, Geo. W. Taylor, Frank Kean, Thomas Goffatt and some others. It was agreed that no better name than *The Times* could be adopted, called obviously after the great London thunderer. The first issue made its appearance on Thursday, March 13, 1873, and from that date to the present *The Times* has made its appearance regularly every Thursday. *The Times* was issued as a nine-column, four-page paper. It was printed on a Washington hand press, had a splendid advertising patronage, and was ably edited.

Mr. Goffatt was manager, but before long the services of D. J. Beaton were secured, and he continued to edit the paper until after its amalgamation with the *Expositor* in 1878.

The late D. J. Beaton was a born journalist, and under his able management the *Times* was successfully and permanently established. A school teacher by profession Mr. Beaton was a master of good English, and his writings possessed a virility that made the *Times* a force in the community. Mr. Beaton was gifted with a keen wit, and on occasion could write vigorous satire. The vision of the local paper was broadened, and Dominion politics were brought within the purview of the country reader.

The fact that there were three newspapers in the then village of Orillia is evidence that the merchants were liberal advertisers in those days as well as the present and the community a reading people. The *Packet* was the exponent of Conservatism, the *Expositor* was independent, with Liberal leanings, while the *Times* was pronounced in its support of the Liberal administration, under the Premiership of the late Hon. Alexander Mackenzie.

Having the same political sympathies, the *Times* and *Expositor* joined forces and were amalgamated, May 10, 1877, under the name *The Times and Simcoe County Expositor*. Murray & Beaton

(2) The Confederation of all British North America.

(3) The encouragement of Immigration by Free Grants of Land to Actual Settlers; and a most liberal Land Policy.

(4) The development of the country by Parliamentary grants of land and money towards the construction of Railways and Canals.

A longer paragraph deals with local interests and states that John C. McMullen is appointed General Agent.

In January, 1870, the paper was enlarged to an eight-column folio. In May, 1871, it was again enlarged and became a five column eight-page paper.

With the transfer to Ramsay & Co., Orillia's first newspaper entered upon troublous times, and there were changes many in the ensuing three years. Mr. Murray went to Lindsay and started the *Lindsay Expositor*, with an entirely new plant. Six months later he moved the plant to Beaverton; and published *Beaverton Expositor*, placing W. M. Hale in charge. In September, 1870, Mr. Murray went to Orillia at Dr. Ramsay's request, with the object of putting the *Northern Light* on a surer footing. Mr. Murray was given a partnership, but to win back the prestige formerly enjoyed by the *Expositor* was a difficult task. In November, 1870, W. M. Hale resigned the management of the *Beaverton Expositor*, went to Orillia and started the *Orillia Packet*, G. H. Hale going to Beaverton to take charge of the *Expositor*. Dr. Ramsay contested the riding of North Simcoe in the Liberal interests for the Legislature, but was defeated by W. D. Ardagh, of Barrie, at the election held January 3, 1872. With Dr. Ramsay's political defeat, the *Northern Light* got into financial difficulties and went under, and a like fate befell the *Expositor* in Beaverton, the interests of the one being more or less bound up in the other. Dr. Ramsay secured sufficient backing to buy in the *Northern Light* plant, and Mr. Murray's friends stood by him and enabled him to buy back the *Expositor* plant, which he at once brought from Beaverton

were the publishers, Mr. Beaton continuing as editor, and Mr. Murray becoming business manager. July 22, 1880, Mr. Beaton was appointed Clerk of the Division Court, and shortly afterwards withdrew from the *Times*. Two years later he went to Winnipeg at the solicitation of Hugh Sutherland, with whom he was more or less associated during the remainder of his life.

The name *Times and Expositor* was continued until December 8, 1887, when the latter half was dropped and the paper has continued as the *Times* ever since. The first steam printing press brought into Orillia was installed by the *Times* in 1881. It is true a cylinder printing

getic direction the paper became a force in the community and gave promise of becoming profitable to the publishers. Mr. King, however, was taken seriously ill in the spring of 1890, and died of typhoid fever April 29, in his 28th year. Mr. King's death was a heavy blow to the *Daily Times*. Publication was continued, under the editorship of C. W. Lawton, now proprietor of the *Paris Review*, until March 6, 1891, when the daily edition was suspended.

In September, 1893, *The Times* came under the present management. Mr. Murray's health failed, and he disposed of the business to H. T. Blackstone, who at that time was business manager of the *Brantford Daily Expositor*, and prior to that was accountant with the *Winnipeg Sun*. Mr. Murray moved to Cleveland, Ohio, and died there on the 3rd of November, 1900, aged 57 years. No change in the policy of the paper was made under the new management, but greater attention was paid to news of the adjacent country district, and a determined effort was made to build up the circulation until it reached the respectable figure of 3,100 copies weekly. Democratic in its ideals, *The Times* supports the Liberal party in both Federal and Provincial politics. While aggressive on occasion in its support of the Liberal party, *The Times* gives its first consideration to news, in a faithful record of the happenings of town and country.

THE HANTS JOURNAL, WINDSOR, N.B.

1867-1917

IT WAS in the days of shipbuilding, when vessels of all sizes were being built at Windsor, Hantsport, Avondale, Maitland, and on every available part of Hants County skirting the shore.

Money was being made and the County was enjoying one of the brightest periods in its history. It was in these days that the *Saturday Mail*, edited by M. A. Buckley, made its first appearance, a short time previous to Confederation.

At a later date, but previous to 1875, the late C. E. DeWolfe took over the management of this newspaper. The next to succeed was Charles Knowles, who changed the name of the paper to the *Windsor Mail*.

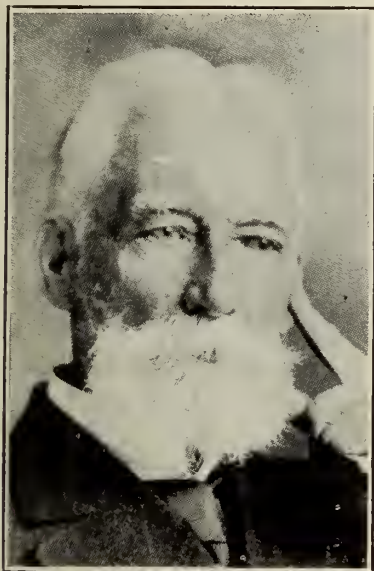
In 1883, the Rev. A. W. Nicholson, retiring from the Methodist ministry, settled in Windsor. He became interested in newspaper work, and purchased the paper. His career covered a period of about three years, during which time the name of the publication was again changed. His choice was that of *The Hants Journal*, and to this date it remains the same.

The summer of 1886 saw another change in management, Jas. J. Anslow, having sold out his interest in the *Union Advocate* at Newcastle, N.B. removed to Windsor with his family and took over control of the *Journal*. His career was a lengthy and successful one, covering a period of almost thirty years. The active newspaper career of J. J. Anslow terminated on June 30, 1914, after having served over forty-eight years in the newspaper profession.

From the office of the *Journal* have gone forth many well-trained mechanics of the stick. Many of them are holding

important positions in prominent offices, not only in the Dominion, but across the border among our American friends.

The present editor and manager is H. S. Anslow, who took over the management of the *Hants Journal* following his father's retirement. Although young his experience at the printing game has been quite extensive and of the practical type. His initial performance was at the foot of the ladder when his early morning duties saw him in association with the broom and watering can. Gradually he gained knowledge of the printing and publishing business, with the result that in July of 1914, Jas. J. Anslow retired and placed the business in the hands of



C. BLACKETT ROBINSON

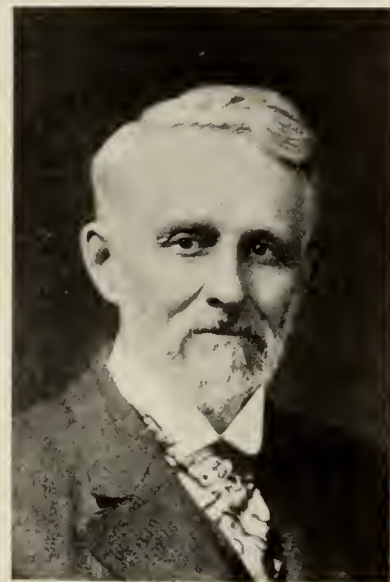
Veteran Canadian Publisher, now living a peaceful old age in Ottawa.

press was used for a year or so on the *Northern Light*, but it was operated by horse-power. When the *Times* did away with the laborious hand press and equipped the printing plant with steam, the engine installed was an Orillia product, made by Robert Brammer, at the old Orillia Foundry. This engine did duty and good service until displaced by the electric power which has now become the town's greatest asset.

Mr. Murray was full of journalistic adventure, and established the first newspaper in Gravenhurst, the *Lumberman*, with George Murray as manager. Later on the *Gravenhurst Banner* was printed at the *Times* office. Midland's first newspaper, the *Midland Argosy*, was also established by Mr. Murray, and printed in Orillia, as well as the *Coldwater Tribune*.

A semi-centennial edition of *The Times* was issued September 30, 1884, which dealt not only with the history of town and township, but also with the early history of the townships of Oro and Medonte.

The Times moved to its present location in 1888, installed new and much larger equipment, and commencing February 1, 1889, issued a daily as well as weekly paper. *The Daily Times* was a seven-column four-page paper and had a somewhat brilliant though brief career. The late Wm. A. King was editor and business manager, and under his ener-



ARTHUR W. WRIGHT

Publisher of the *Mount Forest Confederate*, which paper was founded in 1867, and took the name from the big event of that year. Mr. Wright became owner of the *Confederate* in 1902.

his son. On Jan. 13th, 1916, the *Journal* appeared in 8 page form and so continues to this date. Its subscription list is continually growing. Extensive book and job printing is carried on in this office.

THE ALMONTE GAZETTE

1867-1917

AFTER the somewhat chequered career of *The Examiner* and *The North Lanark Advance* (publications which preceded the *Gazette*) and which covered the term between the years 1860 and 1867, the *Almonte Gazette* was established by the firm of Northgraves and Templeman, the first issue appearing on the 12th October, 1867.

One member of the firm was Wm. Templeton, who learned his trade in the Carleton Place *Herald* office, then owned by the late Jas. Poole, and at the present time by W. H. Allen, and he retained his connection with the *Gazette* until the year 1884, when he removed to British Columbia, where he shortly afterwards became managing editor and chief stockholder in the *Victoria Times*, which he conducted until his death two years ago.

The firm of Northgraves & Templeman

carried on the business until May 13th, 1868, when the partnership was dissolved, Mr. Northgraves retiring. Mr. Templeman was sole proprietor from the year 1868, until March 10th, 1882, when he took in as partners two journeymen who had served their apprenticeship with him and had practically grown up with the business—James McLeod and Wm. P. McEwen—This triple alliance continued the publication of the *Gazette* under the firm name of Templeman, McLeod & McEwen until June 17, 1884, when Mr. Templeman disposed of his interest in the business to his partners and went west.



G. R. VANBLARICOM

Formerly owner and editor of the *Mount Forest Confederate*, now with the Acton Publishing Company.

From that date McLeod & McEwen continued the publication of the *Gazette* until October 25th, 1901, when Mr. Ewen withdrew from the firm to accept the appointment of Local Registrar of the High Court, Registrar of the Surrogate Court and Clerk of the County Court for the County of Lanark, and removed to the town of Perth. His partner, Jas. McLeod, with whom he had been associated in the publication of the *Gazette* for twenty years, took over his interest in the business and has since been sole proprietor.

In 1897 Mr. Templeman was appointed to a seat in the Senate; in 1902 he was called to the Cabinet as Minister without portfolio, and in 1906 he was sworn in as Minister of Inland Revenue.

THE MOUNT FOREST CONFEDERATE

1867-1917

AMONG the country weeklies of Canada the *Mount Forest Confederate* occupies the unique position that in this year of the jubilee of Canadian Confederation it is celebrating its own jubilee. It is unique also in the fact that in the name it bears it witnesses to the fact of Confederation.

The *Confederate* was founded by the Stovel family, members of which are now at the head of the extensive publishing house in Winnipeg. In a series of ar-

ticles in *PRINTER AND PUBLISHER* of December 1915, and January, February and March, 1916. H. C. Stovel entertainingly tells the story of its early days. Let us quote:—

"I established *The Confederate* when a kid. The name *Confederate* was given the paper by an uncle of mine, a resident of Toronto (since deceased). Father heard I was at sea as to what to call the paper which was about to be launched. The Confederation Act had passed the Commons, but it did not come into effect until July, while the paper saw the light of day in April or March, I am not sure which. (April 5, 1867) Uncle suggested *Confederate*, but father did not like it as it was "too American." However, such it was named, and has so remained for nearly half a century. And, by the way, it is a name that has not been duplicated. It is distinctive, if nothing else."

Harry C. Stovel was the first editor and remained in that capacity until about 1883 when Stovel and Son sold out to Henry J. Benner. In 1891 J. P. Downey, later M.P.P., and now superintendent of the Orillia Asylum, and Joseph Rickey, founder and for the past twenty years proprietor of the *St. Joe Herald* of Richard's Landing, bought out *The Confederate* from Mr. Benner. Mr. Downey withdrew in less than a year to become editor of the *Guelph Herald*, and Mr. Rickey continued the business for about five years, selling out to George B. VanBlaricom, now and for many years the well known Toronto journalist. Mr. VanBlaricom sold out after an experience of a little over a year to James Fisher, in more recent years connected with journalism and advertising in responsible capacities in Stratford and Toronto. At the close of 1900 Mr. Fisher sold out to D. R. Kennedy of Alexandria, who associated with a brother, D. A. Kennedy, as editor, remained in control until July 1, 1902, when A. W. Wright, who had previously for fifteen years been Modern Language Master of the Galt Collegiate Institute, purchased the paper and has conducted it ever since.

In the year 1880 Stovel and Son bought out *The Examiner* the other *Mount Forest* paper, and amalgamated it with *The Confederate*, but opposition developed before very long, and *Mount Forest* has been since, a two, and for a short period, a three newspaper town.

It will thus be seen that *The Confederate* has had its vicissitudes, but it has managed to get along and has survived to celebrate its golden birthday. This it did on April 5 last.

A simple but interesting ceremony arranged by its first editor took place in the *Confederate* office that Thursday afternoon. A piece of wedding cake made by Mrs. J. J. Cook, of *Mount Forest*, only sister of Mr. Stovel, and formerly an occasional assistant in the work of running it, was duly unfolded from various golden wrappings that had been put round it by Mr. Stovel in Winnipeg. A golden handled knife was stuck in the wedding cake by the present editor. J. J. Cook, representing Mrs. Cook who was unable to be present through illness, and Miss Mabel Smith (daughter and assistant of the postmaster of the town) cut the cake into several pieces which were duly partaken of by the above mentioned and by T. G. Smith, the veteran and still spright-

ly and active postmaster, at the age of nearly 86 years, who in the same capacity received the *Confederate* when it was first mailed fifty years before; by Wm. L. Smith, then and now associated with his brother in the post office, and one of the principal advertisers in the first issue; and by Henry McDougall, an aged resident of the community, representing the subscribers.

Though it has reached its golden jubilee the *Confederate* has not been a gold mine to its various proprietors. Like nearly all country weeklies, it has afforded a means of livelihood and plenty of occupa-



ROBERT MATHISON

Secretary of the Grand Lodge of L.O.F., with headquarters in the Temple Building, Toronto. He was T. H. Preston's predecessor as editor of the *Brantford Expositor*, and was subsequently in the Ontario Government employment as bursar of London Lunatic Asylum, Central Prison, and then Superintendent of Deaf and Dumb Institute, Belleville.

tion to those connected with its management. Charges have been made to suit circumstances. Proprietors, editors and staff have often been changed.

The name was modified by the addition of the words "And Examiner" for over twenty years. The price has been changed. At first it was a small sheet at \$1 a year. Later the price was \$1.50 for a considerable period. It was lowered again to \$1, and later was advanced to \$1.50, but Stovel and Son found this so unpopular that the dollar price was resumed, and the size of the paper was reduced from an eight-page to a four-page paper. In the course of a few years the eight page form was resumed.

The present proprietor after he had been in charge for two or three years found the price of ready prints advancing so that he reduced again to a four-page all home print paper for two or three years. Last year this expedient was repeated acting in concert with J. A. Lambert, publisher of *The Representative*. They agreed that fewer subscribers would be lost, than by raising the subscription price to \$1.50; besides, so far as they were concerned, the demand for paper would be lessened, and expenses would be considerably reduced.

The *Confederate* and the *Representa-*

time are institutions of the town. They are known familiarly by everybody as the *Confed* and the *Rep*. They sometimes fight violently in politics, but in a business and local way they get along for the most part quite amicably.

ROBERT MATHISON

MR. MATHISON was connected with the Brantford *Expositor* from the Fall of 1866 until March 1872, the firm being Stewart & Mathison. Mr. Stewart was proprietor of the *Hamilton Times* and resided in that City, and Mr. Mathison was manager, printer, collector, cashier, accountant (an easy job), reporter and editor of the *Expositor*.

Everything possible and obtainable was taken in return for the paper, advertising and job work; including patent medicines, poultry and cordwood the "devil" could not split.

Mr. Mathison is one of the oldest members of the Canadian Press Association, having joined as a Reporter when on the *Hamilton Times* in 1865; and has been an active and honorary member ever since: was on the Executive Committee in 1868, 1869 and 1870, and was Secretary-Treasurer in 1871. He is now Supreme Treasurer of the Independent Order of Foresters.

TO SMASH CONFEDERATION

LA CROIX, Montreal, which circulates almost solely amongst the French-Canadian clergy, is out boldly for the destruction of Confederation. The editor-in-chief, Joseph Begin, writes that the Confederation has been fatal for fifty years to French-Canadians.

"We have been exploited and bled white," he declared, "as this political machine in the hands of the English majority has been absolutely disastrous. We have become the valets of a race which pretends to be 'superior,' but which is nothing more than the modernized product of the rapacious Jew.

"How sweet it would be in fact to live in a Lower Canada separated from Upper Canada yet subject as at present to the British Crown.

"The qualities of our race would then develop normally on the banks of this beautiful St. Lawrence, in a country extending from the Ottawa to the Atlantic, and administered by a French-Canadian majority, possessing the power to make all our laws to treat freely with foreign countries, to fix our customs tariff, to control our immigration, our navigation, and our means of transportation. This is not a hasty movement without head or tail, but a new political constitution based on our superior interests and our inalienable rights. The time, therefore, to plough the soil and to sow this immortal grain has come.

ORGANIZE TO BREAK THE TIE

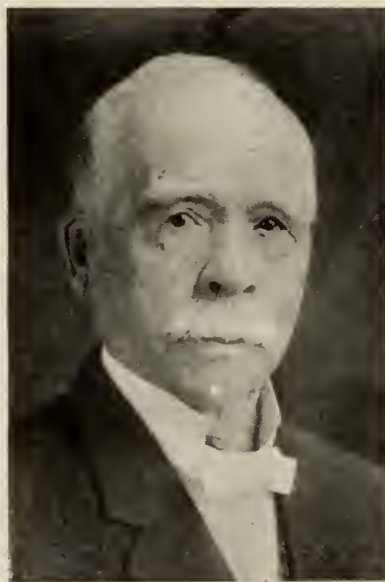
"Let us, therefore, organize at once in view of this precise object. Lower Canada separated from Upper Canada, loyal as in the past to British sovereignty, but possessing an autonomous Administration embracing all branches of human activity."

La Croix proposes that a leader be found and the idea be propagated to even the most remote hamlets of the Province,

with the end in view of a monster petition to be presented to the authorities. This petition would show the "political, social, and religious disaster of Confederation, on the one part, and, on the other part, the advantages Great Britain would obtain in according a political constitution which would give us a closer connection with the British Crown."

LA PATRIE ALSO

La Patrie says that "several newspapers are asking if the profound divisions existing to-day in this country do not put the Confederation in danger. It is true that the antagonism between the two races becomes more intense from day to day. The Eastern Provinces, and especially Quebec, are no longer in unison with the West, while the newspapers printed in English refer to our province, our people, and our clergy in imprudent and insulting language."



ROBERT MATHISON

For 36 years in Chicago, where he has been engaged in editorial and educational work. He was the first editor of the *British American*, still published in Chicago, and was for some years editor and proprietor of the *Canadian American*, still flourishing here. His great object was to bring about just what this war has at last—thanks to German mismanagement—brought about, viz., an alliance of all branches of the English-speaking races. Mr. Matheson graduated as gold medalist at the University of Toronto, in June, 1856—61 years ago, and has been principal of four high schools in Ontario—Milton, Chatham, Berlin (now Kitchener), and Napanee. He has been editor and proprietor of three newspapers in Ontario, viz., the *Milton Champion*, *Clinton New Era*, and *St. Catharines Daily News*, which he founded. Mr. Matheson is hale and hearty at 82 years' young and takes a deep interest in all that concerns his fellow men.

In this connection it is to be recorded that the proposal is being advocated in the Maritime Provinces to Confederate these three provinces into one legislative union.

50 YEARS A PRINTER

MANY times during recent years at social gatherings held by the printers of Western Ontario has Hugh F. Jones, of the *Guelph Herald* press room, been referred to as the Dean of the Fraternity. That he is deserving of this title will be acknowledged, when it is known that 50

years ago June 22, 1867, Mr. Jones started to learn the trade of a printer in the office of the *Milton Champion*. While he is to-day celebrating a half-century's work, it is also worthy of mention that exactly 28 years ago Mr. Jones entered the employ of the *Guelph Herald*, and has been a most valued employee of that office ever since.

As stated, Mr. Jones started to learn the printing trade in the office of the *Milton Champion*, on June 22, 1867. Robert Matheson was the proprietor at that time, and in 1869 he purchased the *Clinton New Era*, where Mr. Jones finished his apprenticeship. He worked on the *London Free Press* in 1870 during the Franco-Prussian War and recalls very vividly some of the stirring events of that war. In the fall of 1870 he assisted in publishing the first paper in Parkhill, the *Gazette*, under Wallace Graham. In 1871 he went to St. Catharines, and in 1872 Mr. Matheson sold out in Clinton and started the *St. Catharines Daily News*, with Mr. Jones as foreman. He left there in 1873 and took a position on the *Ingersoll Chronicle*, and in 1876, semi-centennial year, took the foremanship of the *Kingston Whig*. He remained there until 1882, when he went to Toronto, and in 1889 removed to Guelph, where he has since resided.

Mr. Jones is to be congratulated on his attaining a full half century of service in the printing trade, and also on completing 28 years in *The Herald* office.

50 YEARS WEDDED

MR. and Mrs. William J. Hambly, Toronto, celebrated their golden wedding at the home of their son, George Hambly, last month.

On June 6th, 1867, Miss Fanny Jackman and William J. Hambly were married.

Born in Toronto in 1845, Mr. Hambly has spent all his life there, with the exception of two years in Bowmanville. For thirty-eight years Mr. Hambly was connected with the Mail Printing Company, as superintendent of the composing room and editor of the *Weekly Mail*. He was foreman of the old *Toronto Daily Telegraph* for five years. After leaving newspaper work he was manager of the Canada Savings, Loan and Building Association for ten years.

E. H. MACKLIN BEREAVED

MRS. E. H. MACKLIN, wife of the President and General Manager of the *Manitoba Free Press*, died suddenly in Winnipeg while Mr. Macklin was in Toronto attending the annual meeting of the Canadian Press Association last month.

HOW COMPOSITORS SPELL

IN CONNECTION with the statement recently issued by the Merchants Bank of Canada through the press, the various papers were sent an electrotype of the portrait of the new General Manager, D. C. Macarow.

Of the ten papers who received this several managed to get the name pretty badly twisted as witness: D. C. Macaroni, D. C. Macrow, D. C. Mararow.

Publishers' Doings

The London *Advertiser* is conducting a 10 weeks' voting contest.

The Montreal *Standard* is selling the Redpath Library in 25 volumes.

The Victoria *Colonist* put on a successful Dollar Day event last month.

The Kingston *Standard* is including in its Saturday issue a Comic and Feature Section.

The Niagara Falls *Evening Review* made the June Bride Page idea swell its revenues.

The Regina *Leader* made June provide it with several pages of special June Bride advertising.

The Windsor *Record* is running a prosperity page, which takes in business firms in Windsor, Walkerville and Ford.

The Beaverton *Express* has discarded the long serial story as a feature in favor of a complete short story each week.

The Winnipeg *Free Press* offered a cup for the best-dressed window open to all members of the Retail Merchants' Association.

The Vancouver *Province* worked the June Bride idea for a page of special advertising. So also did the Winnipeg *Telegram*.

The Montreal *Star* has made exclusive local arrangements to publish Captain Bruce Bairnsfather's drawings weekly as they are produced.

The Medicine Hat *News* is promoting a Carnival Queen Contest. The purchase of goods at named local stores provides ballot forms.

The Oshawa *Vindicator* is now an all-home-print newspaper. The new proprietors, C. and R. J. Davison, have greatly improved this paper.

The Vancouver *Province* turned to account Dominion Day, gathering together a page of local advertisements with the Dominion Day appeal.

The Orillia *Times* in recent issues assembled a goodly amount of advertising relating to electrical equipments for domestic and other purposes.

The Montreal *Herald-Telegraph* carried special advertising in connection with the First Annual Used Car Show held last month in Montreal.

The Toronto *Daily News* has added six motor trucks to speed up local delivery. The *News* reports that its gain in advertising in three months exceeded the gain of all the other five Toronto dailies put together.

The Picton *Gazette* published last month an historical study of Methodism in Picton. The sketch was illustrated with halftones of past and present church edifices and pastors. This same idea can be used elsewhere with acceptance to a wide readership.

The Walkerton *Telescope* impresses on its readers that it is all home-print, and that local news appears on every one of its eight pages. The *Telescope* has put in new type faces, and in other ways is endeavoring to make a more pleasing newspaper.

The Montreal *Herald-Telegraph's* fool puzzle competition "Count the periods" is over. The correct number of periods was

5,478. The *Herald-Telegraph* gleefully states that many contestants participated, and enthused by its successful effort it starts another similar eye-straining competition which exercises no faculty except that of vision, and this distressfully.

The Vancouver *Province* ran a Coloring Contest for children, the idea being to color the illustrations appearing in each of a group of advertisements appearing on a page. Some of these illustrations were: a house (paint dealer), sugar package (sugar refining), moving van (storage company), ice box (hardware dealer). The illustrations were reproduced in outline.

The Kitchener *News-Record* ran a Who's Who page last month. The page carried 64 spaces. Each space contained a query; for example: What store imports the latest American styles in ladies' wear? What coal dealer uses the motor truck delivery? Prizes were offered for correct answers. Here is an excellent idea for other publishers.

The Kingston *British Whig* ran an advertising feature which produced four pages of advertising. It was a 'Phone Number Memory Test. First, the advertiser's space gave only the 'phone number. Later, in a succeeding issue, the space was occupied with the advertiser's name and statement. Prizes were offered. The *Whig* had recently a Home Builder's page.

The Toronto *Star* is printing the first of a series of articles received by cable from Rudyard Kipling, describing a visit to the Italian front. Miss Rosamond Boulton, of Toronto, who has been in Rome representing The *Star*, has secured permission to visit the front, a rare distinction for a woman. Her articles describing war at first hand from a woman's viewpoint will appear in the *Star* shortly.

TORONTO NEWSPAPERS SIGN NEW WAGES

THE six Toronto daily newspapers and the local Typographical Union have signed wage contracts for the ensuing five years. For the first two years employees of morning newspaper composing rooms will receive \$28.50 for a week of 45 hours, and \$29.50 for the last three years. Evening newspaper composing room employees will receive \$26.50 for a week of 48 hours the first two years and \$27.50 per week for the last three years of the agreement.

MAGAZINE PUBLISHERS ORGANIZE

THE magazine publishers of Canada recently organized for joint action, and furtherance of their general interests under the title of the Canadian Association of Magazine Publishers. One of the chief stipulations pertaining to membership is that each publication is able to supply a satisfactory audit of circulation. The present membership comprises the following publications: *Butterick Trio*, *Canadian Courier*, *Canadian Home Journal*, *Everywoman's World*, *MacLean's Magazine*.

Officers for the present year are as follows: President, D. B. Gillies, *MacLean's Magazine*; vice-president, George M. Bertram, *Canadian Courier*; secre-

tary-treasurer, I. Simonski, *Everywoman's World*.

A. B. C. IN CANADA

OF 125 daily newspapers in Canada (not counting Chinese and Japanese dailies in Vancouver) 53 are now members or applicants for membership in the A. B. C., as follows:

Province	Total Dailies	A.B.C.
Alberta	7	6
British Columbia	14	4
Manitoba	6	3
New Brunswick	8	2
Nova Scotia	11	2
Ontario	51	19
Prince Edward Island....	3	1
Quebec	18	10
Saskatchewan	7	6

The percentage of daily newspaper circulation which is audited is much larger. The total circulation of all Dailies is approximately 1,950,000; of the 53 which are audited by the A. B. C. approximately 1,525,000. The total circulation of all Dailies not yet audited is only 425,000.

A new Canadian member is the *Canadian Motorist*, Toronto.

The Canadian Advisory Committee is continued, with provision for the addition of a periodical member, the publisher to represent this class to be selected later.

The Canadian Advisory is as follows:

Advertisers: J. G. Palmer, Canadian Kodak Company, Ltd., Toronto; B. H. Bramble, The Goodyear Tire & Rubber Co., Toronto; J. M. Gibbon, Canadian Pacific Ry., Montreal; J. P. Atkinson, The N. K. Fairbanks Co., Montreal.

Agents: J. J. Gibbons, J. J. Gibbons Limited, Toronto.

Newspapers: Wm. Findlay, *Journal-Press*, Ottawa.

Farm: G. F. Chipman, Grain Growers' Guide, Winnipeg.

(A Periodical Representative.)

12-EMS COLUMNS

THE proposed reduction of the column width of Western dailies to 12 ems has been indefinitely deferred. In a letter sent to advertisers and agencies, the Winnipeg *Free Press* says as follows:

When the *Free Press* announced a decrease in its column width from 12½ to 12 ems, it took for granted that its advertising customers would acquiesce in this change, with the same readiness with which they kindly agreed, on a former occasion, to a reduction in the column from 13 ems to the standardized 12½ ems size.

At that time not a single advertiser or advertising agency took the slightest exception to our action.

A number of our customers on this occasion, however, have taken the ground that they are entitled to a reduction in rate during the balance of their contract, proportionate to the reduction in column width.

Such a position is, of course, legally unassailable and the *Free Press* recognizes its obligation, had it proceeded with the reduction, to comply with their requests, and also in fairness to its hundreds of customers who had raised no objection to extend the treatment to them.

Rather than disturb the rates which at present prevail, the *Free Press* has concluded to withdraw its announcement of May 1st and to continue indefinitely on the present 12½ em basis.

NEW ADVERTISING AGENCY

H. V. MACKINNON, A. E. McGinley and Stanley DeW. Granville, all of St. John, have been incorporated under the name of The Maritime Advertising Agency, Ltd., to carry on business as printers, publishers, advertisers and advertising agents. The capital stock is ten thousand dollars and head office at Rothesay.

CHANGES ON TORONTO GLOBE

WM. BANKS, JR., news editor of the *Globe*, has been appointed acting managing editor. A. T. Macdonald becomes acting news editor. After Stewart Lyon, managing editor, went to the front as correspondent for the Canadian Press, the *Globe* endeavored to get along without a managing editor, but it has now been found desirable to co-ordinate the work, and the foregoing appointments have been made.

A. T. Macdonald until recently was business manager of the *Toronto Daily News*. Mr. Macdonald in going to the *Globe* realizes a long cherished desire. He was presented with a scarf-pin by his assistants on the *News* staff on the occasion of his leaving that paper.

VANCOUVER DAILIES TO MERGE

AN amalgamation will shortly be arranged between the *Sun* and the *News-Advertiser*, so that only one morning paper will appear in Vancouver. Details of the deal are still under process of settlement, but it can be announced that between now and September 1 the *Sun* will absorb the older morning paper. It is understood that the combined paper will continue along the general lines of the *Sun's* policy.

HON. G. P. GRAHAM

HON. GEORGE P. GRAHAM, who has been President of the Montreal *Herald* for the past three years, has resigned from the position. Mr. Graham's public duties as first lieutenant to the leader of the Liberal party require his constant attention and energy, and he has accordingly decided to leave to someone else the responsibility and the time required for properly discharging the duties of the Presidency of a large daily paper.

SIR HUGH GRAHAM'S TITLE

THE *London Gazette* announces the conferment of the Barony of the United Kingdom on Sir Hugh Graham. The title is Baron Atholstan of Huntingdon, in the Province of Quebec, the Dominion of Canada and the City of Edinburgh.

TORONTO NEWS REORGANIZATION

SIR JOHN WILLISON, editor-in-chief and publisher of the *Toronto Daily News*, has severed his connection with that publication. According to a statement handed out, he will devote more of his attention to the *London Times*, of which he is the Canadian correspondent. F. D. L. Smith, for many years editorial writer with Sir John Willison, has been appointed editor-in-chief, and C. W. McDiarmid, formerly advertising manager, is the new general manager.

The *News* has been reorganized under its new management, and is now on a good financial basis, but the personnel of the new proprietors is not disclosed.

"Under its new management the *Daily News*," added Mr. Smith, "will continue to advocate those policies to which it has been long committed and to promote the public interest to the best of its ability."

Mr. Smith is a Toronto journalist of long experience. He began as a reporter

on the *Toronto Empire*, and was on the *Toronto World* previous to joining the *News* after Sir John Willison became editor. Mr. Smith has travelled extensively and is a close student of politics.

Mr. McDiarmid, the new general manager, has been only a short time in newspaper work, but has been prominent for some time in advertising circles. While advertising manager of Ryrie Bros., Ltd., he assisted in organizing the Toronto Ad Club and was for several years its president. He was also the first Canadian to hold office on the executive committee of the Associated Advertising Clubs of America.

SIR JOHN WILLISON

BORN in Huron County in 1856, and afterwards educated at the public schools, Sir John Willison began his journalistic career in 1882 on the *London Advertiser*. In the following year he joined the staff of the *Toronto Globe*, of which he became editor-in-chief in 1890, a position which he retained for the following 12 years, after which he accepted a similar position on the *Toronto Daily News*. Shortly after he joined the latter journal he changed his political affiliations and became one of the leaders of the Conservative party in Canada.

Sir John, who has written extensively on a wide variety of subjects, is the author of several publications, among them being "Sir Wilfrid Laurier and the Liberal Party," "The Railway Question in Canada," and "Lessons From the Old World."

Sir John Willison, in addition to holding stock in the *News* himself, held a large amount in trust.

The *Toronto Daily News* has had many vicissitudes and it is understood that worries connected with its financing led Sir John to withdraw. He has been for some time the Canadian correspondent of the *London Times* and will presumably retain this connection. There is also some well-founded expectation that he will be appointed to the Canadian Senate.

J. R. STRATTON ESTATE

ACTION is being taken at Osgoode Hall by four legatees under the will of the late Hon. J. R. Stratton for an order compelling Mrs. Eliza Jane Stratton, widow, and R. M. Glover, trustees of the estate, to take proceedings to compel R. M. Glover to complete the purchase of the interest of J. R. Stratton in the Peterborough *Examiner*. Under the will R. M. Glover was given an option to purchase this for \$50,000. Of this \$10,000 was to be in cash, and the balance was to be paid within a year of the death of J. R. Stratton, or by April 19th, 1917. It is claimed that \$40,000 is still owing, and that the non-payment of this sum materially prejudices the legatees.

AWARDED JUDGMENT

IN THE Supreme Court at Ottawa the case of the Edmonton *Bulletin* versus Sheppard was finally settled, after a series of appeals, in favor of the newspaper standpoint.

The action arose out of editorials in the Edmonton *Bulletin* during the municipal election in the fall of 1915.

The plaintiff in the action took umbrage

at an article which suggested that if the citizens wanted the affairs of the city conducted as in 1914 they should vote for members of that administration.

The case of the *Bulletin* was that the editorial was commenting upon the actions of the plaintiff in his public capacity as an alderman and that the editorial was fair comment. The case was tried before Mr. Justice Ives, who dismissed it, holding that what had been published was fair comment. Plaintiff appealed to the Court of Appeal of Alberta, which held that all the publications were fair comment with one exception, and on that ground awarded the plaintiff \$350 damages and costs. From that judgment the present appeal was taken and argued last winter.

THE Mail Printing Company of Toronto was awarded \$522 in an action to recover the amount of an advertising bill from J. A. Bleakley, liquor merchant. In a counter-claim Bleakley contended that the plaintiffs were guilty of a breach of contract in refusing to publish any more liquor advertisements.

Judgment was rendered in favor of the Montreal *Daily Mail* in the suit brought against that paper for an alleged debt of \$6,000 by B. A. MacNab, its former editor. Mr. MacNab had asked for the appointment of an interim liquidator for the paper.

RIGHT OF PRESS TO CONTROL ADS.

A JUDGMENT of vital importance, establishing the right of a newspaper to refuse advertising which it considers objectionable, even though the newspaper be under contract with the advertiser, was handed down by the Court of Review, in the case of Dame Lea Jubinville, wife separate as to property of Herbert H. Lyons, doing business as the Lyons Cut Rate Drug Stores, against The Montreal Star Publishing Company, Limited. The case has been before the court for years.

The Lyons Stores had contracted with the *Star* for advertising space, under the usual form of contract, which contains the following clause: "The publishers may decline insertion of any advertisement which they consider objectionable as regards text, illustration or otherwise."

One of the Lyons Company's advertisements submitted was, in the opinion of the *Star's* advertising department, objectionable as being prejudicial to the interests of a certain class. The advertisement, accordingly was refused.

The Lyons Company thereupon brought action, demanding \$10,000 damages on the ground that the omission of the advertisement had cost it thousands of dollars in loss of sales, and that it had been unable to make up for the loss by advertising in several other newspapers.

Judgment in the lower court was rendered in favor of the newspaper. The Lyons Store then took an appeal to the Court of Review. The judgment of this court finally establishes the right of a newspaper to protect its columns from advertising matter which it considers objectionable for any reason.

THE A.C.C.W. Convention for 1918 will be held at San Francisco.

NATIONAL NEWS SERVICE

MEMBERS of the Canadian Press, Limited, at the annual meeting in Toronto last month unanimously adopted the plan for the Canadian National News Association, which had already been approved of by the existing Canadian co-operative news-gathering and distributing organizations.

"Next to Confederation and the building of the C.P.R., I do not think there has been any step equalling this in unifying the country," said one enthusiastic publisher last night. "From now on, news, as well as trade, will flow east and west," he added.

Under the new arrangement there will be a 24-hour daily leased wire service for news between Halifax and Vancouver, with extensions to Sydney on the east and Victoria on the west, and a loop to Seattle. In addition, there will be a second wire between Montreal, Ottawa and Toronto to carry the bulk of the Canadian news, including a report of the proceedings in Parliament, from a news bureau to be established in the Capital.

Melville E. Stone, the veteran General Manager of the Associated Press, came up from New York to add his blessing and advice to the gathering of Canadian Press, Limited, as it embarked on its extended enterprise.

The newly-elected officers of the Canadian Press are: President, E. F. Slack, of the *Montreal Gazette*; vice-presidents, E. R. Macklin, and W. J. Blackburn; secretary-treasurer, C. F. Crandall; general manager, C. O. Knowles, and assistant general manager, J. F. B. Livesay; directors, John Nelson for British Columbia; J. H. Woods for Alberta; W. F. Herman for Saskatchewan; E. H. Macklin and R. L. Richardson for Manitoba; J. E. Atkinson, W. J. Blackburn, J. N. Chevrier, C. F. Crandall, J. F. MacKay, E. Norman Smith, J. Ross Robertson and E. F. Slack for Ontario and Quebec; E. W. McCready and G. Fred Pearson for the Maritime Provinces.

CANADIAN ASSOCIATED PRESS

AT THE annual meeting of the Canadian Associated Press, held this month in Toronto, the annual report was adopted, and the following directors re-appointed: Messrs. Wilson M. Southam, Ottawa *Citizen*; E. F. Slack, *Montreal Gazette*; C. F. Crandall, *Montreal Star*; John F. MacKay, *The Globe*; W. J. Douglas, Toronto *Mail and Empire*; J. E. Atkinson, Toronto *Star*; J. Ross Robertson, Toronto *Evening Telegram*. J. Ross Robertson was elected president; C. F. Crandall, vice-president, and J. E. Atkinson, secretary and treasurer.

The Associated Press executive committee met on June 27 in New York City. A committee from the Canadian Press, Ltd., met with the executive committee for the purpose of cementing closer relations between the Canadian Press, Ltd., and the Associated Press. The Canadians were E. F. Slack, of the *Montreal Gazette*, president of the Canadian Press, Ltd.; C. O. Knowles and J. F. B. Livesay, managers of the Canadian Press, Ltd.; C. F. Crandall, of the *Montreal Star*; and E. H. Macklin, *Winnipeg Free Press*.

PAPERS WILL RAISE PRICES

THE newspaper publishers of the lake-front district assembled at Trenton for

the annual meeting of the Bay of Quinte Press Association. As the President E. J. Pollard, of Napanee, was not present, the chair was taken by the Vice-President, A. E. Calnan, Picton. A. R. Alloway, assistant general manager of the Canadian Press Association, addressed the meeting, strongly advising raising the price of the weekly newspaper to \$1.50 a year. He contended that adopting the increase would raise the paper in the estimation of the public. A lively discussion followed, and a resolution was unanimously carried that the plan to increase the subscription rate to \$1.50 be approved and put into effect September 1, 1917.

Following are the officers elected: Honorary President, Hon. Sir Mackenzie Bowell; president, A. E. Calnan, editor of *Picton Gazette*; vice-president, C. C. Young, *Courier*, Trenton; secretary-treasurer, J. O. Herity, *Daily Ontario*, Belleville; executive, E. J. Pollard, *The Express*, Napanee; O. M. Alger, *News*, Tweed; E. S. Bennett, *Leader*, Stirling.

The association will meet next year at Picton.

TWO OLD PRINTERS' SUPPLY HOUSES

BY SIX POINT BILL

PRINTERS must be an honest lot of fellows. Very few have become wealthy. Yet they pay their debts as a class perhaps as well as preachers and other honest men. The semi-centennial of Confederation and PRINTER AND PUBLISHER, July, 1917, issue show that many publications have buffeted the gales of the half century.

MILLER & RICHARD

Two printers' supply houses in Toronto prove what is written above. Miller & Richard have been established so long that everyone forgets the date. Robert L. Patterson, who passed to the great beyond a few weeks ago, was manager for 44 years, and it is well known that this old Scotch firm were doing business several years before July 1, 1867. Faithful Donald Douglass, whom most printers and publishers from coast to coast know, has been with the firm for 46 years. Harry Patterson, and his brother, who looks after the Winnipeg house and the territory to the Pacific coast, have been with Miller and Richard since they can remember anything—and that's several years ago. So to get back to where we were at first, printers must be an honest lot of men, or how could Miller & Richard have anti-dated Confederation, July 1, 1867. And by the same sort of reasoning Miller & Richard must have been honorable, fair and square with their customers. What's the use of conjecture. "Bob" Patterson was Miller and Richard for 47 years, and his two sons are following in the footsteps of a noble sire. It is not out of place to say that customers of Miller & Richard in July, 1867, are customers of Miller & Richard in July, 1917.

STEPHENSON, BLAKE & CO.

Most old-timers remember Gwatkin & Sons who sold type, presses and printers' wants at the corner of Bay and Wellington Streets. George Gwatkin is still a resident of Toronto. This firm sold Stephenson, Blake & Co.'s type. For several years, after the Gwatkins retired from business, Stephenson, Blake & Co. did not have a representative in Toronto. The Sheffield foundry then re-established itself in the Queen City, and a year or so

after Charlie Creighton was appointed Canadian manager, and is on the job still. Stephenson, Blake & Co. were first established in 1868, the year following Confederation. In those days printers set type from the cases, now it is set by machine. Still, then as now, printers set the biggest "strings" outside the office. Printers will talk, you know. But not as frequently nor with the same imagination this last year or so. At least, not in "bone-dry" territory. And there were few old-time printers who had not emptied a case of S. & B. or M. & R. "under the gaslight" on a hot night on some morning paper.

And while the boys of '67 have grown grey, the speedy fingers have lost their speed. "M. & R." or "S. & B." type wears as well now as it did back 50 years ago.

FEWER GERMAN NEWSPAPERS

THE *Bayrische Landes Zeitung*, of Warsebourg, before discontinuing publication recently, said: "The war has proved fatal to the economic situation of the German newspapers generally. One thousand five hundred newspapers and periodicals have already ceased publication, and the war has made demands on the German newspaper industry which is characterized as frightful and entirely unexampled. Paper has reached a price which enabled most of the paper mills to increase dividends considerably, and grease and oil for lubricating machines are only obtainable at usurious prices, while the prices of colors have enormously risen. The same is true of all other materials requisite for the newspaper printing office, and salaries and wages have increased. Printing works are compelled to give their employees progressive grants to aid in meeting the increased cost of living apart from the fact that regular wages have also been augmented."

RIGHTS IN NEWS

Wide interest is manifested in the decision of the United States Circuit Court of Appeals which directed the District Court to restrain the International News Service, known as the Hearst service, from "bodily taking" to sell to its own customers news that appeared on bulletin boards or in early editions of Associated Press papers. By this order the court upheld all the contentions of the Associated Press to its property rights in the news it sends to its newspaper members.

WINNIPEG TELEGRAM TO PAY

IT WILL cost the *Winnipeg Telegram* newspaper \$13,000 for labeling J. A. Knott "Gumshoe Jack," and stating he was peddling liquor licenses for the Norris Government. This statement was published a few months after the Government took office. The Supreme Court at Ottawa has given decision, confirming the jury's verdict, and the decision of the Manitoba court of appeal. The verdict was for \$1,000, and the costs will amount to \$12,000. Col. G. C. Porter, former editor, wrote the article. Mr. Knott is well secured by the bonds of leading citizens who are on the *Telegram's* board of directors. He is a prominent Liberal and a leading fur dealer.

PRINCE ALBERT "HERALD"

THE Prince Albert *Herald* has broken with the Tory party and come out squarely in support of the Liberal candidate. As the Prince Albert *Advocate* the paper was established many years ago by the late Dick Stovel.

How German Secret Plots Were Exposed

Thrilling Story Told by John R. Rathom

A STORY of fascinating and even thrilling interest, of how one newspaper was enabled to so expose German secret plottings in the United States that it resulted, first, in the recall of one official after the other up to Count von Bernstorff, and then proved a great weight in convincing President Wilson of machinations against the State, was told by John R. Rathom, editor of the *Providence Journal*, to the Canadian Press Association on Editorial Night.

Mr. Rathom related numerous incidents of the work of members of his staff in revealing plots, not only against the Allies, but against the Government to which the diplomats who engineered those plots were accredited. To the ability of those newspapermen in his employ, to the fact that the *Journal* had been for some years prior to the war "bug" on wireless, and maintained two wireless plants, one at Point Judith and another at Block Island, and to that certain stupidity inalienable to the mind of the German diplomatist were due, he said, the *Journal's* success. One of his staff was attached from shortly after the outbreak of the war until the severance of relations between the United States and Germany to the staff of the Imperial German Embassy at Washington in the capacity of a secretary. One of his women stenographers secured an appointment in the Austrian Consulate in New York. Other of his workers were constantly engaged in shadowing Boy-Ed, von Papen and other German and Austrian officials. The two wireless plants listened in, unceasingly, on Sayville and Nantucket, two stations the Germans were using to keep in touch with the home departments and for the receiving of instructions for their murderous work.

WIRELESS HELPED IT

It was through these wireless installations that the exposures were suggested. When war was declared it occurred to the *Journal* officials, he said, that they might use them to good advantage in listening in on Sayville and Nantucket. They listened for five months before an exposure was made. In that time hundreds of coded messages were taken down and filed away, and gradually they were decoded, and their startling nature revealed. The Brooklyn navy yard plant had had instructions from the State Department to keep watch on Sayville and Nantucket, but nothing suspicious was ever reported by that station until Mr. Rathom took some of the messages his operators had received to the State Department. The department, Mr. Rathom said, then learned that there had been good reasons why Brooklyn never reported any suspicions. His manner of saying this clearly inferred that the operators at the Brooklyn plant had been in the pay of the German agents in America not to hear too much.

Mr. Rathom stated that the codes used by the Germans were of a most ingenious nature. Pretended market reports in which quotations on American stocks were given proved to be coded messages. In some cases, however, the codes showed



JOHN R. RATHOM

Publisher and editor of the *Providence Journal*, who gave a thrilling account of Hun plots and their exposure by his newspaper—this on Editorial Night at this year's annual meeting of the Canadian Press Association.

evidence of the green blubber to be found, as Mr. Rathom declared, in the head of every German diplomatist. On one occasion, the speaker said, he was able to go to Washington and show to President Wilson copies of eight messages sent by the Sayville plant within nine days and all relating that little Emily had died of such-and-such an illness, and had been placed in such-and-such a part of the room, and had been buried in such-and-such a cemetery, beside such-and-such a previously deceased relative. In every one of these messages the illness, coffin, part of room, name of deceased, relative, etc., varied, and the whole thing was clearly a code.

Their chief difficulty was in securing the codes. "We found some of the codes and were able in a short time to place our men in German and Austrian Consulates all over the States and even in the German Embassy itself. All this time we kept piling up the accusing evidence against the German diplomatic staff. Still we put nothing in the newspaper. We had enough material in five months to keep us going for twenty-five years."

"We have not printed one-fiftieth of what we secured, but we were very glad when events turned, to turn the key on the safe in which it is deposited and forget the balance, because the work we tried to do has been accomplished.

"We have been aided in this work by a certain degree of fatuity, by green blubber taking place of grey matter in the brain which the Lord has seen fit to deposit in the head of every German diplomat. We always found that if we looked long enough into any German scheme we should find a hole big enough in it for a school boy to crawl through."

FRAUDULENT PASSPORTS

The *Journal* discovered that a fraudulent passport bureau, operated by German officials, was doing a land office business in an office building on Broadway, New York City. The *Journal* established offices on either side of this office under fictitious names, and when it had gathered sufficient evidence notified the American Secret Service, who took the three employees of the bureau away. As soon as they had been removed three of the *Journal's* employees took up in the office as if they had always been engaged there. Shortly after Von Papen and the German military attache at Tokio came in with a list of names of men for whom they desired passports. Among these names was that of Horn.

When Horn set out to do his work he allowed a three days' growth of beard to disfigure his face, he bought a shabby suit of clothes for three dollars and he packed his effects in an ancient, dilapidated carpet bag. These elaborate precautions carried out, he took passage for the point where the "job" was to be done on one of the finest and most luxurious trains in the United States. When asked by Mr. Rathom why he had made this foolish error, he replied that he was a German officer and a gentleman, and always travelled in the best style.

A GIRL'S GOOD WORK

For romantic detail, however, none of the adventures equalled that of the girl stenographer who had for some years been employed by the *Providence Journal*. She had been duly instructed and sent to the German Consulate in Washington, where developments were expected. It fell to her lot to dupe Capt. von Papen. A certain box of highly valuable secret documents was being sent from that office. It was the essence of the discovery that the box should be marked.

When the girl was one day casually sitting on the box, then ready for shipment, von Papen, on watch, sat beside her, asked if he might share her lunch, and made some sentimental flirting advances to the girl. She coquettishly used a large red pencil to draw two hearts on the top of the box, and it was von Papen himself who drew the arrow that pierced both. It was by means of those hearts that the British authorities, when the *Oscar II*, arrived at Falmouth were enabled at once to pick out that box of valuable documents from over one hundred and fifty similarly consigned.

THE HUERTA CASE

The exposure of the scheme in which Germany endeavored to have Huerta instigate action by Mexico against the United States was comparatively simple, as related by Mr. Rathom. The *Journal's* man in the Imperial German Embassy at Washington was ordered to go to New York and engage, in some hotel there, a suite of six rooms, where the German agents and Huerta could discuss terms. "Of course," said Mr. Rathom, "being our man, he saw to it that the choice of rooms would be advantageous to us, and we were enabled to hear every word uttered in that interview and to send it to the State Department."

DR. ALBERT'S PORTFOLIO

Another incident related by Mr. Rathom was the loss by Dr. Heinrich Albert, an Austrian official, of a portfolio con-

taining papers relating to Ambassador Dumba's efforts to incite labor trouble in the United States. As a result of the loss of these papers and their getting into the hands of the State Department, Dumba was sent home by President Wilson.

One of the *Journal* employees had been shadowing Albert in New York, and followed him one day into a leather goods store, where he ordered a portfolio and gave instructions for the inscription of his initials on the same. The shadow, as soon as Albert had gone out, ordered another portfolio alike in all details but the initials, saying that he would see how the initials looked on the portfolio of the previous customer before he had any imprinted on his purchase. He returned the next day, saw Albert's portfolio, made careful note of the characters used for the initials, took his portfolio to another shop and had the same initials inscribed. He then resumed his work of shadowing Albert, and a day or so later Albert set off from his apartments with the portfolio and certain papers therein. He boarded an elevated train, and was suddenly stirred by a fight towards the front of the car. As he stood up to see what was the trouble the portfolios were changed. That happened on a Saturday morning, and the loss was not discovered until Monday morning.

A POWDER PLOT

Another time an employee of the *Journal* was present at a meeting of Boy-Ed, von Papen and four German-Americans, who gathered in a house in Brooklyn and toasted the man who had blown up the Du Pont powder plant and murdered 31 persons. Subsequently two men were sent to Penitentiary, and two back to Germany, as consequence of the discovery of this plot.

It was through the *Journal* that a great quantity of important papers were secured from Wolf von Igel. These papers revealed the Casement plot for the Irish uprising. When the papers were taken, Mr. Rathom said in illustrating his point that there is a certain amount of stupidity in all German diplomats, von Bernstorff made application to the State Department to have them returned. He was told that any paper he could identify would be returned to him, and he then realized how he had committed himself in asking that the papers be returned.

Three days before Bernstorff was ordered to return to Germany, Mr. Rathom declared, he demanded that the American Government suppress the *Providence Journal*.

HAD MAN IN HUN EMBASSY

One interesting feature was that an agent of the newspaper was for seventeen months in the Ambassador's office as assistant secretary, and his identity was not known to Bernstorff until he remained behind on the dock when the Frederick VIII. left for Halifax. Bernstorff had since written a private letter—which had, of course, been intercepted—to friends in New York, saying what he thought of that individual.

"He was one of the common or garden brand of reporters," was how Mr. Rathom described one of the workers in this search for plotters.

WHAT LANSING TOLD BERNSTORFF

Mr. Rathom said he had seen the letter

which Count von Bernstorff had written to Mr. Lansing demanding that the *Journal* be closed down at once, and the reply that Mr. Lansing had given—that the Count was not in Germany.

WHO STARTED THE OTTAWA FIRE?

Of the Ottawa Parliament Buildings fire, Mr. Rathom said they had no positive information, but three weeks before it took place they had information of a plan to destroy the Parliament Buildings about that time, with two munition plants in Canada. The Attorney-General for New York State was not informed of this, because a Mr. Marshall had let it lie over, not believing the information, though he had since said he did not forward the information. Both Parliament Buildings and the munition plants were damaged by fire or bomb within forty-eight hours of the time of which *The Providence Journal* had information. "That is all I know of the Ottawa fire," said Mr. Rathom, "but I am content to believe that it could not be charged to carelessness nor lack of ordinary precaution at Ottawa, because we know how difficult it is to circumvent these men."

"GOD BLESS CANADA"

Mr. Rathom ended a thrilling narrative by saying: "The one thing by which you are judged in the war is by the work of the men who bear the brunt on the firing line. They are fighting for the principles that God has placed in the hearts of every freedom-loving man. It is a fight for the freedom of the world. Canada can no longer be patronized as a bunch of juvenile people stored away in the icy recesses of the north. She has won her destiny as a nation."

To England's fortitude, Mr. Rathom paid tribute with these lines:

"So small a shield to bear so great a sign,
So small a shield to hold so great a blade!

England, but in this darkest hour of thine
'Tis those who know thee best are least afraid."

And as he took his seat with the words, "God bless Canada," the large audience, held spellbound for an hour, again broke out into a storm of applause which lasted for minutes.

JOHN R. RATHOM

JOHN REVELSTOKE RATHOM, editor and general manager of the *Providence Journal*, has led a most romantic life. He has been a war correspondent, world traveller, author, and editor, and has seen nearly every corner of the globe.

Mr. Rathom was born in Melbourne, Australia, July 4, 1868. He was educated at Scotch College, Melbourne, and at Harrow School, Middlesex, England. At the age of twelve he joined the Bunbury expedition to New Guinea to make a study of the tribal habits of the peoples of New Guinea. When eighteen years of age he was sent to the Soudan to cover a religious war for the Melbourne *Argus*.

The first newspaper work that Mr. Rathom did for an American newspaper was during 1888 and 1889, when he did special work in China for the New York *Herald*. Mr. Rathom was in China about two years and in 1890 came to America.

The first newspaper work that Mr. Rathom did in America was for the New York *Herald* also. It was in 1890 that he was sent up into the Behring Sea country for the *Herald* to cover the seal-hunting difficulties which this country was having with Great Britain. The same year Mr. Rathom

accompanied Lieut. Frederick Schwatka's expedition to Alaska. That was also a *Herald* undertaking.

Following the return of the Schwatka expedition Mr. Rathom served as telegraph editor of the Portland (Ore.) *Oregonian*. From Portland he went to San Francisco, and for five years was a reporter on the *Chronicle*. In 1898 he went to Chicago and joined the staff of what was then the *Times-Herald*. The same year he went to Cuba as a war correspondent for that newspaper. Mr. Rathom was in Chicago until 1906, when he went to Providence to become managing editor of the *Journal*. He has been there ever since. His title to-day is editor and general manager.

Mr. Rathom is a huge man, is more than six feet in height, and weighs about 250 pounds.

THE PROVIDENCE JOURNAL

IT WAS in April, 1915, that *The Providence Journal* exposed the German Embassy plot to discredit the Washington Administration, and these disclosures focused the eyes of the world on that paper.

In the early months of 1915 powder plants in Illinois and New Jersey were blown up with loss of life, and merchant ships were ruthlessly destroyed, but it was not until July that the real carnival began. It was then, too, that *The Providence Journal* exposed the Sayville wireless frauds, the result being that the United States Government seized the station.

The celebrated conversations between ex-Secretary of State Bryan and Ambassador Dumba were next published, causing a profound sensation throughout the world, and readers will remember that following this disclosure a bomb was placed in the east wing of the Capitol at Washington and an attempt was made on the life of J. P. Morgan, both by the same person, Frank Holt, a German sympathizer, who afterwards committed suicide.

THE LUSITANIA PLOT.

The story of the Embassy's part in the Lusitania sailing was first told by Mr. Rathom's paper. The attempt to bribe Samuel Gompers, who twice refused enormous fortunes if he would betray labor and help Germany to foment strife in industrial plants, was disclosed in *The Journal*.

Boy-Ed's and von Papen's activities were published, and the publicity forced the Government to act, and they were declared objectionable persons.

In the meantime explosion followed explosion, and ships were being burned and destroyed by Germans or by German submarines.

It was *The Journal* which first told the fact in September, 1915, that England had bagged 80 per cent. of the German submarines, a fact afterwards admitted by the British Government.

The plot to blow up the Welland Canal, the prophecy of burning of the Capitol at Ottawa, the intrigues of the Germans in using the Red Cross as a cloak for spy work, the bomb plots, the activities in Mexico and the help of Huerta were all exposed first by *The Providence Journal*.

The year 1916 was in the main a repetition of the atrocities of the year previous. The papers on von Papen taken from him in England, proved that Werner Horn was paid by Germany to blow up a railroad bridge between Maine and Canada. The Germans have denied this, but the date on von Papen's stub proved that payment took place three weeks before the crime was committed.

Germany's activities in the United States have been exposed numberless times by the fearless editor.

Boy-Ed and von Papen and von Igel and Dernberg and von der Goltz and Dumba have been sent back to Germany and Austria, while dozens of others, of lesser degree, are languishing in United States prisons.

Germany's activities in Mexico were exposed, the trouble-making of Mr. Bryan was shown to be a part of a plan to keep the United States in a state of inaction, the story of the Mexico-Japan deal proposed by the German Foreign Secretary, Zimmermann, were all first published in *The Journal*, as was the story of the plot to destroy the ships interned in New York harbor.

TO BROTHER RATHOM

Here is Rathom of the Journal
Victor over spies internal,
Toiling with a spite infernal
To afflict the U.S.A.

Hail, O Providential stranger,
Genial "Kaiserlich" deranger,
Caring not a straw for danger
On your journalistic way!

Cheerily we took our station
In the Press Association,
Heard your noble peroration
With a glow of cheerfulness.

Desperadoes, broken-hearted,
Sadly, dolefully departed,
Beaten well before they started
In your little game of Chess.

As a Neutral you were charming,
Now we see your country arming,
Raising heavy loans and farming
With an earnest heart and true.

If we be Allies forever,
Bound with ties no hand can sever,
We shall not forget—no, never—
That we owe a deal to you!

By J. E. M., in the "On the Side" Column
of the *Toronto Star*.

MR. AND MRS. RATHOM IN TORONTO.

During the three or four days in which Mr. and Mrs. Rathom were in Toronto, they were made much of by civic authorities, clubs and societies, and the Press. They were given a complimentary luncheon by the city, at which addresses were read by Mayor Church and J. G. Elliott, president of the Canadian Press Association. Mr. Rathom was the guest of the Empire Club where he told of some of the scoops of his paper.

The Toronto Women's Press Club entertained in honor of Mrs. Rathom.

Earlier in the day Mrs. Rathom had been a guest at the luncheon tendered by the Canadian Press Association at the Central Technical School.

Mrs. Rathom was present for "Editorial Night" of the Press Association meeting, and was invited by President J. G. Elliott to present the new gavel. Mrs. Rathom made the presentation in a few words, where humor blended happily with deeper things. And as she left the platform the audience spontaneously rose to its feet and paid the tribute, rarely accorded to any one in Canada, of singing the American National Hymn.

Mrs. Rathom was also the guest of honor at a luncheon given by the Press Association at the National Club.

Mr. Rathom has thirty reporters on his staff. They are "good, enthusiastic, and stick to facts," according to the testimony of their employer. Asked where the facts are to come from, Mr. Rathom said, "Oh, the Lord will have to help you along with those."

Speaking of journalists and reporters, he said: "It is the duty of the journalist—like the historian—to seek out the truth above all things, and to present to his readers, not such things as statecraft would wish them to know, but the truth as near as he can attain it. Stick to facts and don't look at the clock."

The Providence *Journal* has issued a booklet, entitled "A Few Lines of Recent American History," in which is published "a chronological record of the most notable outrages perpetrated in America under the direct leadership of the German Ambassador at Washington and his associates, from the beginning of the European war in 1914 up to the date of our entry into the conflict, together with brief references to the exposures made by the Providence *Journal* during the period."

A French-Canadian View of Conscription

The Text of an Address Delivered by Oswald Mayrand, Managing Editor of *La Presse*, Montreal, on Editorial Night, at the Annual Meeting of the Canadian Press Association in Toronto Last Month

THE part which the Province of Quebec has played in recruiting is not very complicated. If at the outset of the war the Canadian government had considered it opportune to establish conscription, there would have been no difference between one province and another—I can say that from Quebec nothing further would have been heard except the ordinary vaporings of certain fac-



OSWALD MAYRAND

Managing editor of *La Presse*, Montreal, who delivered a useful, thoughtful and tempered address on the part which the Province of Quebec has played in recruiting—this on Editorial Night in connection with the annual meeting of the Canadian Press Association, held in Toronto last month.

tions, which are the same in all parts of the Dominion.

There are everywhere unbridled peace partisans; one finds everywhere socialists, dreamers, or some rabid would-be avengers of humanity. The noise they make is sometimes troublesome, but never dangerous. British liberty allows all these frolics, as it believes them harmless.

We have our visionaries as you have yours. Those of Quebec are called Nationalists. In private life they are amiable and good citizens, but in public life they change their ways and tone in accordance with the leaders they emulate. As they imagine it is a mysterious mission that is assigned to French-Canadians you cannot blame them for having an ambition, to perfect their nationality in every respect. They must be neither English nor French; they must live a life apart to preserve intact culture, goodness, and all the other virtues.

THE FRENCH-CANADIAN HAS BEEN
EXPLOITED

Skilful men have worked on the feel-

ings of these simple people and convinced them. They have not only pointed out the road to perfection, but assigned and perfected it, as part of the programme. For the moment, it is Mr. Henri Bourassa who is constituted the High Priest of this cult, with all his prejudices, etc., against British authority. Because his grandfather, Louis Joseph Papineau, succeeded in stirring up some counties in Lower Canada in 1837, he believes himself specially ordained with a similar mission; hence his diatribes against all things British. He has forgotten that between those unfortunate days when we had real grievances and the present time, there have passed such men as Sir Hippolyte Lafontaine, Sir Pascal Taché and Sir George Cartier, who obtained from the mother country all these valuable concessions which placed French-Canadians on the same footing as the English subjects.

As it was said by Cartier at a banquet here, in Toronto: "We are British people speaking the French language." At this moment of concentration and co-operation on the part of the two races, the definition of French Canadians seems to have been prophetic.

A NEW EPOCH PREDICTED

For this section of the American Continent, established by the French Monarchy, the work established and founded by Cartier has been continued by the British people; living side by side, these two great races will constitute a new epoch in the history of the world. If one sees Normans at the birth of British liberty born of the Magna Charta, I see them also at the birth of the Canadian colonies on the banks of the St. Lawrence, and is it not better to contemplate or picture in French-Canada of to-day the anticipated image, the synthesis of the indissoluble union of France and England which is manifesting itself at this moment on the battlefield than these acrimonious vaporings of Mr. Bourassa?

Of all French-Canadians in politics, Mr. Bourassa is the only one who is unable to give any credit to Great Britain. All our newspapers without exception have spoken of him with indignation. There is not one who shares his views, from among the 65 Federal and 74 Provincial members, 24 Senators or 24 of Legislative Council. It is the English newspapers outside of Quebec who give importance to his opinions, which should not be considered as those of my Province.

QUEBEC AND RECRUITING

Quebec, you say, has not given recruits and the Nationalists campaign is responsible for much of it. You will see from my remarks at the outset that the Nationalist movement is of little or no importance, but the people have had three years to ponder on it and as conscription is not agreeable in itself they (the people) have measured the inconveni-

ences that are direct, rather than those of pure reason.

One can say that the Bourassa idealists have grossly misjudged the issue raised in this country. Anything that tickles popular sentiment is sure to produce its effect. The Nationalists have had three years to stir up strife, but the repugnance to conscription is not based on any ill-feeling against Great Britain. The battle field is too far away for us to see immediate danger. Taking conscription as a caprice for a form of loyalty or excessive devotion, the Nationalists see nothing in it but a troublesome institution for their repose, and they say: "Enrollment interferes with one's comfort, why run after it!"

You say to me, such consideration shows little military spirit. How can you expect a population, which has been at peace for 100 years and is very young, to have great war-like traditions? When France parted with Canada, she left behind neither veterans, nor living traditions, that could stir our imaginations. Not a single French-Canadian can point a relative in France. Is it easy to revive the military spirit in the midst of a population which has buried itself in a long peace?

You English have an uninterrupted chain of military events in all parts of the globe which has constantly stirred your imagination. You have had wars and feats of arms to admire in your history. Our small people had scarcely anything of that kind for 150 years in their peaceful history. Do you think we can reverse the temperament of a people in one or two years?

As lately said in a Montreal paper, the *Mail*, on the 8th of June: "The British-born come here with the traditions of the Old Country at their heart-strings. Those traditions are something real to them. They constitute a claim which they cannot ignore if they would."

EXPLAINING THE INDIFFERENCE OF QUEBEC

How to explain the indifference of Quebec to voluntary recruiting, indifference participated in by many others? Here is a delicate question for me to handle, but I must have some points of comparison since you have asked me to speak from the point of view of Quebec. You will pardon me if I look at your Province to elucidate some points raised in Quebec. I refer to the numerous discouraging speeches made by military and political leaders in public life to the people of Ontario. This discouragement is summed up in the words of General W. A. Logie, speaking at the dinner given on the 5th March last, by Sir Edmund Walker, to 350 returned soldiers from the war and regiments enrolled, assisted by Sir William Mulock, Hon. M. McGarry, the Provincial Treasurer, and others: "These veterans have a greater task before them to-day of raising 250 men than 25,000 a year ago."

There are your newspapers, which seem to assume that the difficulties associated with recruiting were the same in both Provinces. In the *Daily Mail and Empire* of the 23rd February, the following words of Lt.-Col. Royce were reported: "At the present time there is a general tendency on the part of men to avoid the infantry service and enter such branches of the

service as the Foresters or Railway Construction."

It will be readily seen by an examination of the figures from 15th June, 1916, to the 14th February, 1917, where Toronto has furnished only 300 native-born recruits to the infantry, that the weakness of the voluntary enlistment is the same in both Provinces.

It is said that the recent attitude on conscription is not the same in the two provinces; this is true, and I know that Quebec is more generally opposed to conscription than Ontario.

ANTAGONISM TO POLITICAL PARTIES

Side by side, with anti-militarism, there exists an antagonism of political parties in both Quebec and Ontario. Whilst Ontario has elected 72 Conservative members of Parliament, against 13 Liberals, Quebec has sent to Ottawa 27 Conservatives against 37 Liberals.

Now, our race, which is very impulsive and demonstrative, has promptly put forward at the first suggestion of compulsion a spontaneous outburst of opposition, which has been followed by Ontario in the opposite direction. It is noteworthy that the merits of a question are in inverse ratio to the amount of feeling between politicians.

I take up the attitude that these rivalries and speculative contentions should not prevent, after discussion is finished, adversaries of the hustings, from being excellent friends. Ontario ought to be for the ministerial measure whatever it may be; Quebec against, in the ordinary run of affairs, without troubling harmony; that is the view of the politicians. In the opposition of Quebec there is no idea of disloyalty, but every proud and jealous race abhors conscription and loves liberty.

I am not justifying the people of my province by this statement; that is not my intention. I merely throw some light on the facts as they exist and as I understand them, which I have been asked for.

Quebec has all the reason of the world for fidelity to Great Britain, because she wishes for no other. She is not interested in independence nor annexation to the United States. Here, in Ontario, one thinks that the Quebec loyalty is of appearance and not of reality, because, as you seem to see, the majority are not in favor of conscription. It is an open question on which it is permitted to have different opinions, because no one can pretend that the issue of the present war depends on a hundred thousand men being sent from Canada to assist the Allies. Even if the French-Canadians make a mistake in judging the situation, they still have the right to exercise their freedom of thought, and I cannot admit that the persistence with which they wish to emphasize their objections is either treason or cowardice.

The denunciations which our people have been the object of have provoked numerous protests in parts from which there would have been no idea of, in ordinary times. *Abyssus abyssum invocat*. The more one accuses the descendants of Normans of disloyalty, the more they will insist on their privileges as free citizens having the right to their own opinion. If you add to this the natural disappointment of the unfulfilled promises, the pronounced opposition of Quebec to conscription ought to be easily under-

stood. Rather than take his word back on the question of conscription, the Hon. Mr. Patenaude was forced to resign. Sir Robert Borden knows well the seriousness of the step he has taken on the internal conduct of his party when he has openly espoused a change of front, and I have to render homage, not only to the force of his character, but to the energy which he has shown so well as a chief, when, in his conscience, he has been forced by the urgency of the situation to act thus.

QUEBEC CAN BE DEPENDED ON

One is not free to refuse his admiration even to those who look at things from a different point of view. But, if this conscription becomes law, the French-Canadians will faithfully fulfil all their obligations. The conscripts will show in the trenches the same bravery as those who have gone before, under the voluntary system. The character of the French-Canadian does not lend itself to doing things in half measures. All the world knows their inclinations for quick decisions. If in political matters, they suffer some times from their frankness on subjects that they freely believe, by way of retaliation, in things which have ceased to be optional, they are always on the side of order and duty, and in this actual case, it is the enemy which will suffer from their energy and rapid determination. These are the qualities of their defects, if sincerity and honest impulse are a defect.

L. H. DINGMAN

L. H. DINGMAN, the chairman of the C.P.A. daily section, was educated in the public and high schools of Sarnia and Strathroy. He learned the printing trade in the office of the *Strathroy Dispatch*, owned by his father, the late A. Dingman. He succeeded to the management of that paper, associated with his brother, W. S. Dingman. Later he became connected with the *Stratford Daily Herald* as business manager and was part owner with his brothers, W. S. and Charles.

Mr. Dingman went to the St. Thomas *Journal* as manager shortly after James S. Brierley, then the owner, took possession of the *Montreal Herald*. After filling this position with much success for three years Mr. Dingman headed the company that bought the St. Thomas *Daily Times* from A. E. Wallace and John W. Eddy in April, 1902.

The old style method of setting type by hand was still in vogue on the *Times* when Mr. Dingman took control, and shortly afterward he installed the Rogers Typograph. These, in turn, he displaced with modern Linotypes, to the number of four, and a rapid modern press was installed. The paper was improved and prospered under Mr. Dingman's management and is to-day recognized as one of the newsiest and brightest daily papers of the smaller cities of Western Ontario.

Mr. Dingman is a shrewd business man, a clever and logical writer, and one of the most thorough and rapid "exchange" men that ever mowed through a pile of newspapers.

NEWSPRINT PRICES

THE present prices for newsprint to Canadian publishers have been extended to cover the month of July.

The Press Blamed for National Paralysis

Forceful Address by John W. Dafoe of Winnipeg

THAT the Canadian press must bear its share of responsibility for the "national paralysis" which has come over Canada was the warning of Mr. John W. Dafoe, editor of the *Winnipeg Free Press*, in a forceful address to the Canadian Press Association on "The Responsibility of the Press in Connection with the War."

In the newspaper fraternity and in the West Mr. Dafoe is noted for his clear thinking and his command of forceful, epigrammatic language. On his Toronto audience he made a deep impression.

Mr. Dafoe referred to a dispatch from Ottawa, which appeared in the *Toronto Star*, quoting an anonymous visitor to the Capital as saying:

"Two countries have quit the war.

The one may come back, the other may not. 'The one' is Russia, 'the other' is Canada."

"I happen to be the visitor who said that," said Mr. Dafoe. "And it's true."

Mr. Dafoe said he had just come from Ottawa, which he had known intimately for thirty years, and he had never left it with such relief before.

"There is more politics to the square inch in Ottawa, than there is in all the rest of Canada," he said.

SHE HAS DONE PRETTY WELL

Canada in the war reminded him of a tombstone inscription which read: "She done her best." If Canada had to have a tombstone epitaph to-day it should not read, "She done her best," but rather, "She done — pretty well." Just pretty well.

In one respect Canada's part had been beyond praise. That was in the conduct of her men at the front.

Otherwise we at home had been disposed to bask in the compliments paid us by our friends in the United States and in England. It would have been better had these compliments been left unsaid, for they had lulled us into the belief that we were doing most of the fighting ourselves. For this the press must take its full share of responsibility.

"The Canadian press has kept strictly in touch with the rest of the country in this respect, and while we have done many things pretty well, we have incidentally, like thousands of others, found in the war an opportunity to grind our own little hatchets, to pay out our own little grouches, and in particular found an opportunity of rejoicing in saying to various people, 'I told you so.' We have had from the Canadian newspapers very little leadership, and that is due partly to the fact of the disappearance of the value of the editorial pages. The result is, we must share in the responsibility of the appalling condition of things in the country to-day—a condition of national paralysis, whose great tragedy is that there is no reason for it.

LEADERSHIP SOUGHT IN VAIN

"There never was a time when there was so little actual division among the Canadian people, nor a time when the people were so ready for some generous

current of thought or some active leadership that would crystallize us into a united nation. Yet we look for leadership, but it is not forthcoming—we cannot find it.

"I have just spent several days at a place where there is more party politics than in all the rest of Canada put together—that is Ottawa, the seat of Parliament. Speaking for an experience of over thirty years, I have rarely known an occasion when party feeling ran higher than it does at Ottawa at the present time. Apparently it is impossible to look for the leadership which we ought to get from that source, unless something happens.

"There are two countries out of business, as far as increased participation in the war is concerned. They are Russia and Canada. Russia will come back, but I am not so sure about Canada.

"If Canada, with renewed vigor, is to prosecute the war, that the final chapter may be a fitting crown to what has gone before, then it is the publishers of Canada, more than any other available agency, upon which the country has to depend. They have the power, and unless they use that power, they will be held responsible.

"Upon those who cannot go to the war rests the obligation of consecrating themselves to the public service, and making it superior to party or personal interests."

PRESS CAUSED WAR

The war had revealed anew the real power of the press, and with that power went corresponding responsibility. Before the war publishers had dropped into the notion that editorial opinion was a sort of a luxury, perhaps a useless luxury in the paper. They looked doubtfully at the editorial page, begrudging the space given to mere opinion, and figuring out how many comic features or other "real" circulation builders they could accommodate in that space.

But the war had revealed that man was something more than a good-natured animal to be amused and entertained. It had also revealed the powers of the written word, either for good or for evil.

In Germany, where the war was made, it was made by the thinkers, the journalists, the professors, the parsons, who for forty years had preached an idea. It was not made by the scientists. The war was frequently referred to as a clash of natural interests. It was in reality a clash of ideas.

THAT OLYMPIAN AIR

In England there had also been ample illustration of the tremendous power of the press. It was recorded of Asquith that he had entrenched his Government against every contingency, save one—the press.

"He moved in that Olympian air often affected by British public men, and which our public men would affect if they could get away with it, in which the press is ignored." Hence came his collapse. He was surprised in this connection at the attacks that had been made by Northcliffe, generally by rival newspapers, for

using his power to overthrow Governments.

"What's power for, if not to be used?" exclaimed Mr. Dafoe.

In France M. Clemenceau's daily iteration, "The foe is at Noyon," one little phrase, had brought about the fall of the able Briand ministry, curiously on the same day that the foe evacuated Noyon.

THE UNITED STATES' PART

Then as to the United States. Personally he had never entertained doubts as to what the United States would do in the war. Many tributes were being properly paid to the value of the French Revolution as a promoter of freedom. But the freeing of democracy did not begin with the French Revolution. It had begun long before in England, and the American Revolution was a Civil War fought out on American soil between democracy and its enemies. Chatham and Burke in England had been as truly on the side of democracy as General Washington himself.

"If ever there was a nation created to serve the cause of democracy it is the United States," he said. Yet we had been long in doubt as to what the nation would do. That she had eventually declared herself as she had was due to the energy and work of a little group of men "who would be lost in this audience," most of them newspaper men, one of whom was Mr. Rathom.

"And I, for one, thank God the United States is with us. Had she not come in we were faced, through Russia's collapse, with a drawn battle, which would have been equal to a defeat."

Mr. Dafoe closed a powerful address with a message of faith in the men in the trenches and of consolation for the bereaved.

A RATHOM STORY

JOHN R. RATHOM told this story to a group of friends at the Canadian Press Association meeting when in Toronto last month:

"One of the most curious of my newspaper experiences was when I was connected with a San Francisco newspaper. The day report was received, and as there was nothing unusual in the happenings of that day, I went out for a stroll. When I returned I found a pile of copy that scared the whole staff. Bismarck had passed away, and the copy was the story of his life.

"I called the Associated Press office to find out why I had not received a bulletin. The manager said I had—or that someone had. Finally we found that an office boy had received the message that Bismarck was dead, and that he had told the manager of the Associated Press that 'all death notices go to the business office.'

"This was verified. When I got the boy before me he proved to be a tough little citizen and this was his answer:

"'De boss told me to send all deat' notices to de bizness office, an' I done it. If Jim Corbett had died, I'd knowed it was a news item—but say, who is this Bismarck?'"

"There was no answer to that."

The annual convention of the Associated Business Papers, Inc., will be held on October 11-13 in Chicago.

The 59th Annual Meeting of the C.P.A.

One of the Best in C.P.A.'s History — "Editorial Night" a Great Success — John R. Rathom's Revelations—Trade and Class Section Continue in C.P.A. — Important Resolutions — J. H. Woods is the New President

THE 59th Annual Convention of the Canadian Press Association met in Toronto Thursday and Friday, June 14 and 15th, the sessions being held in the Central Technical School.

The big features of the meeting were Editorial Night, at which John R. Rathom, publisher and editor of the *Providence Journal*, was the chief speaker, and who gave a first-time story of what his paper had done in connection with uncovering German plots and intrigue; and the proposal to eliminate the Trade and Class Section from the membership of the C.P.A.

Interesting features of the Convention were the presentation of a gavel to the Association, and its delivery by Mrs. Rathom, wife of John R. Rathom; and greetings from the Methodist Conference assembled in Toronto simultaneously with the C.P.A. Convention, and presented by three distinguished Methodist ministers; and President Elliott's opening address:

PRESIDENT ELLIOTT'S ADDRESS

President J. G. Elliott, in his opening address, said that the Canadian press after the war would have its reconstruction problems to meet and take its part in the new intense and vital life of Canada. "Never would Canada have such opportunity to hew out new paths," he said. "Coming to the crest of the hill, as many of the older members of the Press Association have, we look into the future with glowing hopes and anticipations that the splendid body of young Canadian journalists will be true to past traditions, will be free from the entanglements that have beset us, and speak with truth and force and knowledge, regarding those things that will give the greatest virility to Canadian life and progress."

He said he did not look for an increase in the journals of the Dominion, but rather an absorption or amalgamation of interests that would tend to uplift the press in the stern battle before it for its maintenance and opportunity to express itself forcefully and fearlessly. The war had smashed many fond idols, more had yet to go; bigotries, one-sidedness and selfish ambitions would give place to a saner, more high-minded conception. Political and economic faiths would be changed as well as business and industrial and agricultural conditions.

"I believe we shall feel a warmth of brotherliness not experienced in the past, the comradeship of the trenches will not have lost its preciousness, the sacrifices made and virtues of pity and love and confidence will restrain us from being bitter, stinging and unyielding in speech."

The enfranchisement of women, he thought, would modify the asperities of life, the force of the press would be increased by the influence of women.

Conservation of human life, education of children on newer and abler lines would be more important than in the past. Opportunities for social service and education on reform lines would be great.



JAMES HOSSACK WOODS

The newly elected president of the C.P.A. Mr. Woods is managing editor of the *Calgary Herald*. Mr. Woods has had a notable newspaper career, and has served on several of Canada's important dailies. He was at one time a partner in the old Woods-Norris Advertising Agency of Toronto.

People, he thought, would no longer be herded into two parties. Dealing with specific questions of journalism, he said the weekly press was still a potent influence.

The association had done good work during the year, and its members had borne their part in the war, some had fallen at the front. He urged co-operation in all its activities.

The new president—J. H. Woods, of the *Calgary Herald*, on taking the chair at the close of this year's sessions, briefly stated that his aim for his year of office would be towards that unity in national life to aid in the Empire task which J. W. Daffoe had put before them the evening before—to sacrifice prejudices and party and political favoritism so as to place Canada above all else in their thoughts and estimation.

NOTES

The registered attendance was nearly 300, which makes this year's meeting one of the most largely attended in the history of the Association.

Among well-known newspaper men who attended the meeting was J. T. Hawke, of the *Moncton Transcript*. Mr. Hawke has been a member for 40 years at the annual convention. He was once managing editor of the *Toronto Globe*, and before that worked on the *Toronto Leader*. He became news editor of the *Globe* after the assassination of George Brown. At that time T. H. Preston, of the *Brantford Expositor*, was telegraph editor, and R. L. Richardson, of the *Winnipeg Tribune*, was a cub reporter. All three editors and publishers of leading Canadian journals in their present-day communities, met and talked old times at the convention.

Frederick E. Dougall, of the *Montreal*

Witness and *World-Wide*, speaking of the need for abolishing provincialism and sectionalism, remarked "the French-Canadians and the Doukhobors need to be nationalized." J. N. Chevrier, *Le Devoir*, Montreal, promptly said in reply: "I take exception to that remark. The French-Canadians are already nationalized."

It was reported that in order to meet the increased expenditure of the association an upward revision of membership fees would be necessary.

The treasurer reported that total receipts were \$10,938.87, and expenditures \$10,335.01 in the year of 1916. Receipts for the first four months of 1917, including a balance from 1916, were \$10,119.74, and expenditures \$4,136.92, leaving a balance of \$5,982.82.

The manager's report showed that there are 40 members in British Columbia and the Yukon, 64 members in Alberta, 98 in Saskatchewan, 54 in Manitoba, 475 in Ontario and Quebec, and 44 members in the Maritime Provinces. The membership includes 102 daily papers, 464 rural weeklies, and 50 publishers of trade and class papers.

The Postal and Parliamentary Committee reported in favor of the advertising of new legislation by Dominion and Provincial Governments, and also recommended that the annual meeting should make a protest against the Post Office Department ruling in regard to double-page advertisements and should suggest such amendment of the postal requirements as would permit the mailing as second-class postal matter of a newspaper containing double-page advertisements.

At the close of the association year on April 30, 1917, the membership of the Canadian Press Association, Inc., was 775, of which 201 members were accepted during the past year. Forty-five names are on the overseas roll.

The report of the Paper Committee touched the appeal to the Dominion Government on paper prices.

Assembling of the agreements in force between the daily newspaper publishers and local labor unions giving a summary of wage scales and agreement conditions was reported by the Labor Committee.

That the Dominion Government had conducted nine display advertising campaigns during the past year, costing almost \$300,000, was an item reported by the Advertising Committee. It was added that three Provincial Governments had also conducted advertising campaigns, and that at least two other Provincial Governments were likely to commence educational advertising. Gratification was expressed that since the war opening seventeen advertising campaigns by the Dominion Governments and ten by Provincial Governments had been conducted and "that there is indisputable evidence of the success of almost every one of these twenty-seven Government advertising campaigns."

The Postal and Parliamentary Committee favored advertising new legislation; recommended that the annual meeting should make a vigorous protest against a ruling of the Post Office Department in regard to double-page advertisements, and should request such amendment as would permit the mailing of such issues at second-class postal rates.

The following memorial resolution was passed in honor of Anson McKim, the advertising agent who died a short time ago: "We deeply regret the untimely death of Anson McKim. By a devotion and attention to his business, he successfully reached the honor of conducting Canada's largest adver-

tising agency. He was a man of sterling character, manly with his transactions, with a reputation for integrity and probity that was unquestionable. Besides being the pioneer among Canadian advertising agents, he was a builder of many of Canada's successful industries through advertising."

Owing to the wide difference of opinion by all parties interested, the Advertising Committee was requested to define: What is local and what is general advertising?

A motion was unanimously passed that the chairman of the Advertising Committee be requested to send to all newspapers, not at present signatories to the agreement of recognition to advertising agencies, a strong letter enclosing a card of agreement, empha-



J. G. ELLIOTT

Retiring President of the Canadian Press Association.

sizing the importance of co-operating with the association and the Advertising Committee.

The Advertising Committee was instructed to notify the publisher of Lydiatt's Book that if he continues to publish the circulation information, the marking of papers "No Report" be discontinued in the cases where the papers have sent in sworn detailed statements of circulation instead of A.B.C. or A.C.A. reports asked for.

AMENDMENTS TO CONSTITUTIONS

Several important amendments to the by-laws and the constitution were adopted. One of the most important of these amendments was that the effect of which will be to permit of voting by first members only (or their accredited representatives) in all questions where a vote of ayes and nays is called. Another amendment provides that no section shall act independently of the association along lines that are contrary to the interests of any other section, or the association as a whole. Section C of By-law 2 was also amended to provide that sections of the association may deal finally with all matters affecting only their own department. It was also provided that all meetings of sections and of committees shall be called only through the manager of the association and that the president and manager shall be entitled to attend all such meetings.

Territorial divisions were revised as follows. Maritime Province Division, Ontario and Quebec, Manitoba, Saskatchewan, Alberta, British Columbia and Yukon.

It was further provided that the president may call a meeting at any time and that 100 members, 50 of whom are represented by proxies shall form a quorum.

Other amendments effected slight changes in the constitutions and powers of committees.

HIGHER MEMBERSHIP FEES

It was voted that a higher schedule of membership fees be adopted, as follows: Basis for Consideration of New Scale of Annual Fees for Membership.

DAILY NEWSPAPERS

Circulation over 60,000	\$150
Circulation 45,000 to 60,000	120
Circulation 30,000 to 45,000	100
Circulation 20,000 to 30,000	90
Circulation 15,000 to 20,000	80
Circulation 10,000 to 15,000	70
Circulation 5,000 to 10,000	60
Circulation 3,000 to 5,000	50
Circulation 2,500 to 3,000	45
Circulation 2,000 to 2,500	40
Circulation 1,500 to 2,000	35
Circulation 1,000 to 1,500	30
Circulation 1,000	25
Additional members from any class of daily newspapers	3

RURAL WEEKLY NEWSPAPERS

Circulation over 3,500	\$20
Circulation 2,500 to 3,500	18
Circulation 2,000 to 2,500	16
Circulation 1,500 to 2,000	14
Circulation 1,000 to 1,500	12
Circulation 750 to 1,000	10
Circulation 750	8
Additional members from any class of rural weekly newspapers	3

TRADE AND CLASS PUBLICATIONS

Trade Newspapers—\$20 for the first publication and \$5 for each additional publication.

Religious Papers—\$25 for the first publication and \$5 for each additional publication.

Class Publications—

Circulation under 1,500	\$15
Circulation 1,500 to 2,500	20
Circulation 2,500 to 5,000	25
Circulation 5,000 to 15,000	30
Circulation 15,000 to 30,000	40
Circulation 30,000 to 50,000	60
Circulation 50,000 to 75,000	75
Circulation 75,000 to 100,000	90
Circulation over 100,000	100
Additional members from any class of trade and class publication	3

THE DAILY SECTION

In the daily section, F. J. Burd, Vancouver Province, was chairman. Discussion took place on the agreement of recognition of advertising agencies. The new scale of fees was adopted and a resolution will be framed on the work of the late Anson McKim.

Other subjects on the programme for discussion had to do with the question of local and foreign advertising rates; the 12 and 12½ cms width for newspaper columns; A B C audits; free publicity; paper prices; office administration; labor; circulation.

THE WEEKLY SECTION

In the weekly section the technical matter of newsprint prices was much discussed. Wide differences in quotations were given. On the motion of W. E. Smallfield, Renfrew, seconded by C. W. Young, Cornwall, it was agreed that the weekly section continue operation on the special paper committee to approach the Government on newsprint prices. The section declared itself ready to contribute to the expenses of the work on the same basis as the dailies are doing—the basis of consumption.

Lt.-Col. E. J. Chambers, Ottawa, Chief Press Censor for Canada, spoke on censorship.

The weekly section expressed satisfaction with "the faithful and efficient services of the retiring chairman, E. Roy Sayles, of the Port Elgin Times, and the sacrifices of time and effort he has expended in the interests of the section"; also with W. E. Smallfield, of the Renfrew Mercury, as a member of the special committee on paper, in behalf of the weekly papers.

The weeklies "viewed with satisfaction the progress that has been made towards

the universal adoption among Canadian weeklies of the \$1.50 subscription rate" and recommended "that the C.P.A. campaign be prosecuted vigorously."

TRADE AND CLASS SECTION

The Trade and Class Section was most interested in fighting the proposition to drop it from the association. Besides that, it protested against applying zone rates for second class mail to national magazines, farm papers, religious papers and trade papers on the ground that it would serve to break up the national spirit necessary in war time.

It was pointed out that the stoppage of the intersectional circulation of these classes of publications, as higher mail rates would



J. J. HUNTER

New chairman of the Weekly Section of the C.P.A. Mr. Hunter is publisher of the Kincardine Reporter. He is a man of strong and independent views, and a bold fighter.

cause, would prevent proper understanding among the divisions of the Dominion. The publishers asked the support of the newspaper members. The matter was referred to the postal and parliamentary committee of the C.P.A.

OFFICERS AND MEMBERS OF COMMITTEE FOR 1917-18

The 59th Annual Meeting of Canadian Press Association elected, by unanimous vote, the following officers and members of committees for 1917-1918.

BOARD OF DIRECTORS

PRESIDENT: J. H. Woods, Calgary Herald.
PAST PRESIDENT: J. G. Elliott, Kingston Whig.

VICE-PRESIDENT:—

British Columbia and Yukon Division: R. Sutherland, Nelson News.
Alberta Division: M. R. Jennings, Edmonton Journal.
Saskatchewan Division: W. G. Cates, Moose Jaw News.
Manitoba Division: E. H. Macklin, Winnipeg Free Press.
Ontario and Quebec Division: W. R. Davies, Thamesville Herald.
Maritime Provinces Division: J. R. Burnett, Charlottetown Guardian.
TREASURER: Geo. E. Scroggie, Toronto Mail and Empire.

CHAIRMAN OF SECTIONS:—

Daily Section: L. H. Dingman, St. Thomas Times.
Weekly Section: J. J. Hunter, Kincardine Reporter.
Trade and Class Section: Acton Burrows, Canadian Railway and Marine World, Toronto.

CHAIRMAN OF STANDING COMMITTEES:—

Paper Committee: J. F. MacKay, Toronto Globe.



The gavel presented by W. F. Nickle, M.P., of Kingston, to the Canadian Press Association. It is made from oak taken from the old British American Hotel in Kingston where the first meeting of the Canadian Press Association convened 59 years ago.

Labor Committee: J. E. Atkinson, Toronto *Star*.
Advertising Committee: W. J. Taylor, Woodstock *Sentinel-Review*.
Postal and Parliamentary Committee: W. E. Smallfield, Renfrew *Mercury*.
Circulation Committee: J. R. Henderson, Montreal *Gazette*.

ELECTED MEMBERS:—

F. J. Burd, Vancouver *Province*.
S. R. Hodson, Okotoks *Review*.
C. R. McIntosh, North Battleford *News*.
Mrs. W. J. Rowe, Manitou *Western Canadian*.
F. B. Elliott, Alliston *Herald*.
E. Roy Sayles, Port Elgin *Times*.
W. G. Rook, Canadian *Home Journal*, Toronto.
E. F. Slack, Montreal *Gazette*.
V. E. Morrill, Sherbrooke *Record*.
John T. Hawke, Moncton *Transcript*.

ADVISORY COMMITTEE

The President has appointed the following as an Advisory Committee:

J. H. Woods, Calgary *Herald* (Chairman).
Geo. E. Scroggie, Toronto *Mail and Empire* (Vice-Chairman).
J. G. Elliott, Kingston *Whig* (Past President).
W. G. Rook, Canadian *Home Journal*, Toronto.
E. Roy Sayles, Port Elgin *Times*.

COMMITTEES

PAPER COMMITTEE:—

J. F. MacKay, Toronto *Globe* (Chairman).
P. D. Ross, Ottawa *Journal-Press*.
P. Geo. Pearce, Waterford *Star*.
J. A. MacLaren, Barrie *Examiner*.
James Dale, Christian *Guardian*, Toronto.

LABOR COMMITTEE:—

J. E. Atkinson, Toronto *Star* (Chairman).
W. R. Givens, Kingston *Standard*.
H. C. Hocken, Toronto *Sentinel*.

ADVERTISING COMMITTEE:—

W. J. Taylor, Woodstock *Sentinel-Review* (Chairman).
Geo. E. Scroggie, Toronto *Mail and Empire*.
Frank Adams, London *Advertiser*.
F. W. Crabbe, Ottawa *Citizen*.
W. R. Davies, Thamesville *Herald*.
Lorne A. Eedy, Walkerton *Telescope*.
H. V. Tyrrell, MacLean Publishing Co., Toronto.

POSTAL AND PARLIAMENTARY COMMITTEE:—

W. E. Smallfield, Renfrew *Mercury* (Chairman).
J. N. Chevrier, Montreal *Le Devoir*.
Wilson Southam, Ottawa *Citizen*.
W. A. Buchanan, M.P., Lethbridge *Herald*.
C. H. Hale, Orillia *Packet*.

Rev. R. Douglas Fraser, D.D., Presbyterian Publications, Toronto.
T. S. Young, Hugh C. MacLean, Limited, Toronto.

CIRCULATION COMMITTEE:—

J. R. Henderson, Montreal *Gazette* (Chairman).
W. J. Darby, Toronto *Mail and Empire*.
L. A. Guild, Kingston *Whig*.
W. B. Preston, Brantford *Expositor*.
Howard Fleming, Owen Sound *Sun*.
Louis Blake Duff, Welland *Telegraph*.
T. J. Tobin, Canadian *Countryman*, Toronto.

OFFICERS AND COMMITTEES OF SECTIONS

Daily Section

CHAIRMAN: L. H. Dingman, St. Thomas *Times*.
SECRETARY-TREASURER: L. A. Guild, Kingston *Whig*.

EXECUTIVE COMMITTEE: M. R. Jennings, Edmonton *Journal*; G. Fred Pearson, Halifax *Chronicle*; E. W. McCready, St. John *Telegraph*; N. T. Bowman, Toronto *Telegram*; D. Smith, Fort William *Times Journal*.

Weekly Section

CHAIRMAN: J. J. Hunter, Kincardine *Reporter*.
VICE-CHAIRMAN: C. H. Hale, Orillia *Packet*.
SECRETARY: P. Geo. Pearce, Waterford *Star*.
EXECUTIVE COMMITTEE: Dan A. Jones, *Observer*, Pembroke, Ont.; H. B. Anslow, *Graphic*, Campbellton, N.B.; A. Girouard, *Le Canadien*, Thetford Mines, Que.; S. R. Hodson, *Review*, Okotoks, Alta.; Mrs. W. J. Rowe, *Western Canadian*, Manitou, Man.

Trade and Class Paper Section

CHAIRMAN: Acton Burrows, Canadian *Railway and Marine World*, Toronto.
VICE-CHAIRMAN: John Weld, *Farmer's Advocate*, London.

SECRETARY: Geo. M. Bertram, Canadian *Farm*, Toronto.

EXECUTIVE COMMITTEE: H. B. Cowan, *Farm and Dairy*, Peterboro; Jas. Dale, *Christian Guardian*, Toronto; J. J. Harpell, Industrial and Educational Press, Limited, Montreal; Col. J. B. MacLean, MacLean Publishing Co., Limited, Toronto; W. G. Rook, Canadian *Home Journal*, Toronto.

ONTARIO AND QUEBEC DIVISION OF THE C.P.A.

THE Ontario and Quebec division of the C. P. A. held its annual meeting in Toronto last month and elected the following officers: President, W. R. Davies, of the Thamesville *Herald*; vice-president, J. N. Chevrier, *Le Devoir*, Montreal; secretary, A. R. Alloway. Executive: A. E. Calnan, Picton *Gazette*; J.

N. E. Perriault, *La Patrie*, Montreal; Howard Fleming, *The Sun*, Owen Sound; F. A. J. Davis, Carleton Place *Central Canadian*; J. A. Beaudry, *Le Prix Courant*, Montreal; J. O. Herity, Ontario, Belleville; and E. F. Slack, Montreal *Gazette*.

SPECIAL PAPER COMMITTEE

The personnel of the Special Paper Committee at present is as follows: P. D. Ross, Ottawa *Journal-Press* (Chairman); J. F. MacKay, Toronto *Globe*; J. E. Atkinson, Toronto *Star*; John R. Robertson, Toronto *Telegram*; G. Fred Pearson, Halifax *Chronicle*; W. R. Givens, Kingston *Standard*; W. E. Smallfield, Renfrew *Mercury*; E. H. Macklin, Winnipeg *Free Press*; R. L. Richardson, Winnipeg *Tribune*; J. H. Woods, Calgary *Herald*; F. J. Burd, Vancouver *Province*; H. B. Donly, Simcoe *Reformer*; E. Roy Sayles, Port Elgin *Times*.

THE C.P.A. GETS A GAVEL

IT HAD been hoped that Sir Mackenzie Bowell would have been able to be present to receive the historic gavel presented to the Canadian Press Association. But the weight of ninety-three years proved too heavy for the dean of Canadian journalism, and he was compelled to decline. W. F. Nickle, M.P., who donated the gavel was also absent.

The presentation formed a pleasing incident of "Editorial Night." President Elliott asked Mrs. John Rathom to make the presentation. This charming lady was equal to the occasion. Alluding to the presence of her husband, who was soon to speak, she recalled the church festival where two oysters unexpectedly found themselves in the same plate of soup. "What do they want of us both?" one asked, she quoted, amid much laughter.

The audience sang "My Country, 'Tis of Thee" as the incident closed.

The little emblem of Presidential authority is made from wood taken from the room where the Association was formed fifty-nine years ago, with Sir Mackenzie Bowell as one of the charter members. The room itself is in that sturdy old hostelry which almost antedates Canadian history, the "British-American," Kingston.

C.P.A.'s. NEW PRESIDENT

JAMES HOSSACK WOODS, President of the Canadian Press Association, Inc., was born in Quebec in July, 1867, the month and year of Confederation, so that there is an appropriateness in his selection for the jubilee year. His father was formerly Chairman of the Quebec Harbor Board, and was the first commercial agent of Canada to Australia. After education at Morrin College, Mr. Woods went to McGill, and later to the Manitoba University at Winnipeg. He joined the staff of the *Mail and Empire*, Toronto, and was four years in the Press Gallery at Ottawa before going to the Montreal *Herald* as editorial. Subsequently he returned to Toronto and was city editor of the *Mail and Empire* for several years.

Mr. Woods then went West, and since 1907 has been managing editor of the Calgary *Herald*. He is a Presbyterian, and independent in thought, and besides his editorial work, has written on political and economic affairs for Canadian and American magazines and journals. He is described as "a believer in the future of Canada as a part of a larger British Empire."

The Trade and Class Section and the C.P.A.

The Proposed Expulsion—Initiated a Year Ago—
Allegations—Acton Burrows Defends His Section

A YEAR ago, at the Annual Meeting of the C.P.A. of 1916, John Ross Robertson, of the *Toronto Telegram*, at a session of the Daily Section read a carefully prepared statement of views on why the Trade newspapers should be excluded from the membership of the C.P.A. His action a year ago was of the nature of a bomb-shell. The immediate object of his remarks was to have the constitution of the C.P.A. altered, with reference to the representation on the Advisory Committee, so as to make ineffective the vote of the trade paper representation on the Committee, in the event of a critical division. The ulterior and declared purpose of Mr. Robertson was to have eliminated from the membership of the C.P.A. the publishers of the rural weekly as well as trade newspapers.

Throughout the year that has intervened the conviction possessed many trade and class men that at this year's annual meeting the semi-secret proposal of a year ago would come out into the open at this year's meeting, and when the proposed amendments to the constitution were put into the hands of the members, along with the report of the Board of Directors, it was seen that the expected had happened.

In the interval between last year's annual meeting and this year's meeting there had been increasing friction between the Trade and Class Section, and the President, who, it was alleged, had thrown his influence on the side of the metropolitan dailies, and was dealing unfairly with the Trade and Class Section. It was freely stated that he had expressed his approval of what was called the Atkinson-MacKay-Robertson scheme to "wipe them out." The strongest charge against the section was that it refused to accept a ruling of the President on the ground that he had no authority to make any such ruling; that it was a matter for the committee only.

To understand properly the situation it is necessary to know what Mr. Robertson and some other Toronto publishers' read or said at the meeting of the Daily Section held last year. A number of members of that section are not in accord with the policy of these metropolitan dailies and carried reports of the proceedings to individual members of the Weekly and Trade Sections. No doubt these were more or less inaccurate and thus tended to unnecessary friction.

THE REPORT OF THE BOARD OF DIRECTORS

The report of the Board of Directors and the proposed amendments to the constitution were placed in the hands of members only on their arrival on the first day of the meeting, so that a proper understanding of the significance of the proposed amendments and of the recommendation of the Board of Directors prior to the assembling of the sections in their private session was impossible.

One consequence of this was confusion of thought and a lack of sufficient knowledge to enable members to come to de-



ACTON BURROWS

Chairman of the Trade and Class Section of
the Canadian Press Association.

cisions. Or, in other words, the proposal of the Board of Directors had to be "sold" to the members of the Daily, Weekly and Trade and Class Sections, during the progress of the annual meeting. It is safe to say that the proposal to eliminate trade and class publishers came as a surprise and shock to the great majority of members, and even in subsequent discussions minds were befogged and reluctant.

Because of this unpreparation, a good part of the time in section and general sessions was devoted to discussion of this matter to the neglect of other subjects. This fact in itself produced a certain resentment, especially among the members of the Weekly Section, who, as constituting the balance of power, had to hear the manager and two delegations from the Daily Section giving reasons why the Trade Section should be eliminated.

The Weekly Section very generously invited a delegation from the Trade and Class Section to appear before them, to reply to the many charges, allegations and hints as to their actions, intentions and policies. As they had only a very vague idea of what they had to meet they were at a very great disadvantage. The set program of the Weekly Section was greatly upset in consequence and some resentment was expressed because a trouble not of their own seeking or desire had been thrust upon them.

In the final general session on Friday afternoon, when the matter was brought forward for discussion, it was early apparent that opinion was much divided, and that there was a very general desire to postpone actions for further information. The Class Section was at a great disadvantage in not knowing what the actual charges were which had been made against it.

Not a little heated discussion of a more

or less irrelevant kind took place, and this non-pertinent discussion, allied to exhibits of personal and sectional temper, made the proposals of A. E. Calnan, of the *Picton Gazette*, and of R. Douglas Fraser, of the Presbyterian Publications, Toronto, to postpone discussion and decision to a later date, a welcome way out of an unpleasant situation.

FRIDAY AFTERNOON'S SESSION

At the Association's general session on Friday afternoon, when the order "Consideration of amendments to the by-laws adopted by the directors" was reached, there was a pause of several minutes, during which some of the daily publishers seemed to be very much at sea, there was a hurried consultation between some of those on one of the front seats, at the end of which J. Ross Robertson, of the *Toronto Telegram*, called out, "Where is Mr. Woods?" This brought J. H. Woods, of the *Calgary Herald*, to the front of the hall, when he stated that an attempt to arrange a compromise with the Trade and Class Paper Section, under which the proposed amendments to the constitution, the passage of which would eliminate the section from the Association's membership would be withdrawn, had been unsuccessful.

Acton Burrows, Chairman of the Trade and Class Paper Section, asked that the so-called compromise proposition be read.

Mr. Wood complied, reading a document which had been prepared to be signed by him as prospective President, and by Mr. Burrows as chairman of the section, to the effect that the section should form an association of its own and withdraw from membership in the C.P.A. within six months. The reading was greeted with many expressions of disapproval from different portions of the hall, and when it had been concluded Mr. Burrows remarked: "The proposition was that we should walk out, instead of being kicked out. We don't propose to do either."

Two representatives of the Daily Section then moved and seconded the adoption of amendment No. 1 to the by-laws, which proposed to strike out all references to trade and class papers, thereby eliminating them from membership.

ACTON BURROWS TAKES THE PLATFORM

Mr. Burrows then went on the platform, took a position near the President, and in opening said he had come on the platform for two reasons, first, that he might be able to make himself heard throughout the hall, and secondly, that he might look down on the conglomerate trinity below him, Messrs. J. Ross Robertson, of the *Toronto Telegram*; J. E. Atkinson, of the *Toronto Star*; and J. F. MacKay, of the *Toronto Globe*; who had apparently sunk their differences and banded themselves together as common conspirators against the trade and class paper publishers.

The President remarked that there should be no personalities.

Mr. Burrows: "Those were not personalities, they were only pleasantries."

In opening his statement of the Trade and Class Paper Section's case, Mr. Burrows acknowledged the courtesy of the Weekly section in asking that representatives of the Trade and Class Paper Section attend one of its sessions and give their side of the case. It showed that the weekly publishers were fair-minded and wished to thoroughly understand the whole question and not be stampeded by any representations that might have been made to them. He regretted the course that had been pursued in regard to the proposed amendments to the by-laws. Bulletin 346, issued from the Association's office on May 1, asked that all proposed amendments be sent in to the office not later than May 16. He had sent in his suggested amendments by that date, and had suggested that copies of all proposed amendments should be sent out from the Association's office, to all the directors, as soon as possible, so that they might receive full consideration. The Association's Manager wrote on May 17 that the suggestion had been referred to the President, but no action was taken on the suggestion. On May 29 a notice was issued from the Association's office calling a directors' meeting for June 12. Accompanying the notice was a copy of the amendments he had proposed and a statement saying that other important ones would be submitted at the directors' meeting. He had no objection to copies of his amendments being sent out, but he thought that in all fairness the other suggested amendments should have been similarly sent out, and not suppressed until they were submitted at the meeting on June 12.

THE BEGINNING OF A PLOT

Continuing, Mr. Burrows said: "Let us get down to brass tacks. What is the object of the amendment proposed under heading No. 1? It is simply the total elimination of trade and class paper publishers from the Association's membership. A daring attempt has been made to becloud the issue, and it has been stated that the reason that elimination is sought is because the section acted independently of the Association. That is only a pretext and an after-thought.

"The Daily Section reported at the annual meeting in 1916, 'that a committee of three had been appointed to consider amendments to the by-laws and to forward their recommendations to the directors, the committee consisting of J. R. Bone, of the *Toronto Star*, J. Ross Robertson, and C. A. Abraham. After discussion in the Association's general session, that paragraph of the Daily Section's report was eliminated, but the committee went on with its work all the time. The Daily Section's action followed a lengthy discussion at last year's meeting, when Mr. Ross Robertson read a paper. That an attempt be made to eliminate the Trade Section was fully decided on last year, and events that have occurred since then have been simply taken hold of as a pretext in the hope that a case might be made out which would convince a majority of the Association's members."

THE REPORT THAT STARTED THINGS

Mr. Burrows then read the report of the committee referred to, and which was

signed by Messrs. John Ross Robertson and J. R. Bone, as follows:

"In considering the question of amendments to the by-laws, the committee named by the Daily Paper Section of Canadian Press Association, having in mind previous discussions, was impressed with the view that increased restrictions in the qualifications for membership would make the Association more homogeneous and enable it to present a greater unity in its aims and purposes.

"In earlier days there may have been some object in leaving the door to membership fairly wide open. The experience of recent years has been demonstrating that this is no longer the case. In other countries it has been found that there is little community of interest between the publishers of magazines, trade and class publications on the one hand, and the publisher of newspapers on the other. Indeed in the matter of many vital issues there has been revealed a distinct antagonism of interest. Similar phenomena have recently been disclosing themselves in Canada.

"In the case of two of the questions most vitally affecting the interests of publishers, namely, the rate of postage and government regulation of the price of newsprint, it has been found that the publishers of trade and class publications have not considered their interests to be in common with those of the publishers of newspapers, and in more than one instance newspaper publishers' interests have been more or less placed in jeopardy by the action of the publishers of the trade and class publishers.

"When the committee first considered its report in an earlier part of the year it was aware of these conditions in a general way, but hoping that the time might be distant when further serious concrete instances of diversity of interest and antagonistic conduct would manifest themselves, it was disposed to avoid making any radical recommendations. It now feels, however, that matters have been precipitated by the action of the Trade and Class Section during recent months. When the name of Canadian Press Association is invoked by one section of the Association as it has been, to support lines of action considered inimical to the interests of the Association as a whole, it cannot be wondered at if newspaper publishers arrive at the conclusion that the time has come for such action as will prevent the recurrence of such incidents.

"By its attitude and actions during the negotiations with the government and the paper manufacturers on the news print situation, by its ignoring of and antagonism to the interests of a large proportion of the membership of the Association, by its flouting of the responsible officers of the Association, the Trade and Class Section has given evidence of its own conviction that it is in fact if not in name an organization outside the jurisdiction of the Canadian Press Association. The committee therefore recommends that the by-laws of the Association be so amended as to eliminate the Trade and Class Section from the organization and Trade and Class publications from the membership."

Mr. Burrows said: "There are a number of matters referred to in the report I have just read, which could not have been within the personal knowledge of Messrs. Robertson and Bone, and it is very clear that the report over their signatures was to a large extent instigated, if not actually written, by someone else. The hand is the hand of Esau, but the voice is that of Jacob. I have a pretty good idea who Jacob is. The members of the Trade and Class Paper Section, whom some of the daily publishers wish to eliminate, have been members of the Association for very many years. Personally, I have been a member for over a quarter of a century and others have been members for considerably longer periods. We have just as much right in the Association as the daily publishers have, and if they do not like our society why do they not form an association of their own, say a Canadian Newspaper Publishers' Asso-

ciation, on the lines of the American Newspaper Publishers' Association? Instead of that they attempt to drive us out. If they are not satisfied to be in an association with us let them depart in peace and we will give them our blessing as they go."

ATTEMPT TO LIMIT DISCUSSION

At this point J. F. MacKay, of the *Toronto Globe*, rose to what he called a point of order and proposed that the discussion should be limited to time, suggesting that Mr. Burrows should not be allowed to speak for over half an hour.

Mr. Burrows, having said that Mr. MacKay was absolutely out of order, as the only point of order that could be raised was as to whether his (the speaker's) remarks were relevant to the subject under discussion or not, resumed his seat while the point was being discussed.

J. J. Hunter, *Kincardine Reporter*, who was subsequently elected Chairman of the Weekly Section, maintained that as certain charges had been made against the Trade and Class Section it was only fair that full opportunity should be given its chairman to deal with them.

H. C. Hocken, *Orange Sentinel*, protested against steam roller methods and demanded fair play.

Another member claimed that Mr. Burrows still had the floor and should proceed.

President Elliott said Mr. Burrows had been interrupted, had accepted the interruption and had resumed his seat. This evidence of an intention to shut off the debate evoked protests from all portions of the hall, and J. E. Atkinson, of the *Toronto Star*, attempted to pour oil on the troubled waters, by suggesting that Mr. Burrows be allowed three-quarters of an hour. After some further discussion no limit was imposed, and he was enabled to proceed, after over half an hour had been lost owing to Mr. MacKay's interruption.

MR. BURROW'S DEFENCE

On resuming, Mr. Burrows said: "It has been charged that the Trade and Class Paper Section acted on the paper price question on its own account and not through the Association of the directors. I will read a resolution adopted by the Advisory Committee on Sept. 25 as follows: 'Resolved that the Advisory Committee, having heard the report of the chairman of the paper committee and realizing with that committee the very serious nature of the situation now confronting the publishers of Canada in respect to paper supply and prices, recommends to the various section chairmen that each section issue at once to all publishers of the class composing that section (members and non-members alike) to meet to consider what steps should be taken immediately to cope with the situation as it affects their respective interests.'

"That resolution shows that the matter was not merely an Association one, but for all publishers of newspapers and periodicals. As a result of the Advisory Committee's action, three separate meetings of daily publishers, weekly publishers and trade and class publishers respectively were held on Oct. 6, and as stated in the Association's bulletin 228, issued Oct. 11, the meeting of daily newspapers decided in favor of an appeal to the Government

and the weekly and trade class meetings decided to take no action at that time. The bulletin went on to say that prompt action was taken in carrying out the decision of the meeting of daily publishers and that at that meeting the following resolution was adopted:

"That in the opinion of the publishers of the daily newspapers of Canada, a condition exists in the matter of production and price of newsprint paper in Canada which is altogether unjustified by commercial conditions; that this condition calls for the fullest investigation on the part of the Dominion Government, and to that end a full deputation ask for an interview with the Premier, the Finance Minister and other Cabinet Ministers at the earliest moment possible. Further, that a special Committee of Daily Publishers be appointed to take charge of this matter with authority to engage such counsel and expert advice as may appear necessary, the expense to be borne by a special rate in accordance with the annual paper consumption of the various papers."

THE ACTION OF THE DAILIES REVIEWED

"The resolution quoted shows that the daily publishers decided to act independently of the Association, to ignore the Association's standing paper committee, and to appoint a committee of their own. In other words, the action to approach the Government in connection with paper prices was taken by daily publishers only, and the other two sections of the Association were not consulted about it in any way. I am not complaining about this. I think the daily publishers had a perfect right to do as they did, but they have no right to complain about the trade and class publishers having subsequently decided to take similar action.

"After the decision of the daily publishers had been arrived at the chairman of the Weekly Section was asked to accompany the deputation to Ottawa that night, but apparently he was not invited afterwards to meet the committee or take any part in the negotiations, though subsequently the daily papers committee asked Mr. W. E. Smallfield to act with them as a representative of the Weekly Section.

"The directors met at the Association's office on the same day as the daily publishers met, namely, Oct. 6, at 8 p.m. I was present throughout that meeting and state most positively that there was no mention or discussion of the paper question. No action was proposed or taken by the directors in regard to it, and the action of the daily publishers at the meeting held earlier in the day was not endorsed by the directors in any way. Here is a copy of the minutes of that directors' meeting supplied to me officially as a director. It does not contain one word about the paper question, and this shows conclusively that the matter was a daily paper publishers' one and not an Association one.

"The deputation from the daily publishers, accompanied by the chairman of the Weekly Section, left Toronto for Ottawa that night. It represented individual publishers only and had no mandate from the Association. At no subsequent meeting of the directors was any mandate given. I have examined most carefully the minutes of the Advisory Committee's meeting supplied to me officially from the Association's office, and cannot find any

authorization of the committee appointed by the daily publishers, and I state, subject, of course, to correction, that no authority was given either by the directors or by the Advisory Committee for the daily papers committee to represent the Association or to use its name in any way.

"I have gone most carefully over the Board of Directors' minutes and can find no reference to the matter at all until Jan. 8, 1917, when the following resolution was adopted: 'That the Manager be authorized to pay out of the funds of the Association all travelling and other expenses incurred by the central office in connection with the work of a special paper committee, and that such expenditures be kept separate from the ordinary expenditures pending decision as to the method of meeting those expenditures.'

"The facts show clearly that the committee appointed by the daily publishers acted entirely on the authority of those publishers and have no mandate from the Association. I have no objection to offer to this, but what is sauce for the goose is sauce for the gander, and the Trade and Class Paper Section had just as much right to act as it has done and to negotiate with the Government for an investigation into book paper prices.

THE ACTION OF THE TRADE AND CLASS SECTION

"As already stated, the trade and class paper publishers, at a meeting held on Oct. 6, 1916, decided to take no action at that time, but to confer with the manufacturers, with a view of seeing if any reduction in price could be obtained. Such a conference was held, but produced no results, the manufacturers evidently trying to draw a red herring across the trail.

"Towards the end of January, the Trade and Class Paper Section's executive committee decided to call a general meeting of the section to consider the matter, and the Section's secretary, Mr. Bertram, and I called at the Association's office and saw the Manager, who expressed himself to the effect that the trade and class publishers had not nearly as strong a case as the daily publishers. However, he issued a bulletin, which we had prepared, calling a meeting of the Section, and it was held in Toronto on Feb. 12. At that meeting, after I had explained the paper situation, the Manager suggested that action be deferred until the newsprint matter had been disposed of, and I understand he claims that he presented a ruling from the President to the effect that the Section should take no action.

"I have no recollection of any such ruling having been presented. The members of the Section did not think it advisable to defer action, and appointed a committee to deal with the matter and to prepare a memorial to the Government. On Feb. 14 Mr. Bertram and I wrote the Finance Minister advising him of the Section's action, and stating that a memorial would follow, and on Feb. 27 we transmitted a memorial setting forth the Section's case and urging an investigation into the book paper situation. This was followed by considerable correspondence between the Finance Minister, the Minister of Trade and Commerce and myself and later on, in company with some members of the Section, I appeared before the Finance Minister,

met a number of paper manufacturers, and stated briefly our main contentions.

"The final result was that on April 21 an order-in-council was passed authorizing Mr. R. A. Pringle, K.C., who had been appointed to investigate the newsprint situation, to also investigate the cost of production, etc., of other grades of paper, including book papers, and also in regard to pulp.

"I state most emphatically, and without fear of successful contradiction, that the Trade and Class Paper Section did not in any way ignore the Association or its directors. It simply asked the Government to hold an investigation. Prior to that the Government had fixed a maximum price for newsprint. We had no objection to that, but, of course, we understood that it might be difficult to deal with book papers in the same way, on account of the variety of grades. We, therefore, felt, and still feel, that an investigation was necessary in our interests. We had just as much right to go to the Government as the daily publishers had. As a matter of fact, neither the daily publishers nor the trade and class publishers had the Association's authority for what they have done in connection with the paper situation. We have simply acted in our own interests as the daily publishers did. We have not flouted the Association in any way or opposed the interests of any other section.

POSTAL QUESTIONS

"Having disposed of the paper matter, I will now deal with the postal question. It has been charged that we acted independently and against the express views of the Association. That charge is absolutely without foundation and incapable of substantiation.

"At our Section's meeting on Feb. 12, after the paper question had been discussed, I dealt with the postal question, and in my remarks said that there was reason to believe that an advance in second class postal rates was contemplated, and that it would probably be announced in the Finance Minister's budget speech.

"It has been charged that I divulged confidential information which was given at a meeting of the Postal and Parliamentary Committee in Ottawa. That charge is also absolutely untrue. The information which I gave at the Section's meeting, and which there can be no question about, as I was careful to read it from manuscript, was based on what had been told me before the Ottawa meeting and which was in no way confidential. Certain information was given at the Ottawa meeting, on the authority of a highly placed personage. I never referred to that information at the Section's meeting, I have never repeated it to anyone and I never will. I resent most strongly any imputation of having divulged confidential information, and I challenge anyone to produce one tittle of evidence to show that I did so.

"Our Section, at its meeting on Feb. 12 referred the postal question to the same committee as had been appointed to deal with the paper matter, and at a meeting of that committee on March 3 the following resolution was passed on motion of the Rev. R. Douglas Fraser, D.D., Presbyterian Publications, seconded by

J. J. Salmond, *Canadian Engineer and Monetary Times*:

"That in view of contemplated action on the part of the Government regarding revision of the postal rates, the Postal Committee of the Trade and Class Paper Section, Canadian Press Association, be given an opportunity of appearing before the directors of the Canadian Press Association at a very early date. The request for this meeting is based on the promise of the Government as given in Bulletin No. 124, Dec. 2, 1913, whereby the whole Association were informed that they would have an opportunity of further considering proposed changes in postal rates before definite and final action was taken by the Government."

"That resolution is perfectly clear. It simply asked for an opportunity of appearing before the directors of the Association for a conference on the postal question. The President refused to arrange for such a conference, but subsequently certain of the Section's officials, including myself, had an interview with him, but nothing resulted, and no further action has been taken by the Section in connection with the matter."

"I repeat most emphatically that we simply asked for a conference with the directors. We have had no communication with the Government in connection with the matter, we still wish for a conference with the directors, and we think it advisable that one should be held, as it is a matter of sufficient importance to be dealt with by the directors and not by merely the Advisory Committee or the Postal and Parliamentary Committee, which has already taken the ground that it cannot deal with the matter."

"It appears to me that it should be possible to arrange a course of action on the postal matter that would be agreeable to all the Sections of the Association; not a compromise, but a mutual agreement. If the daily papers want a system of zone rates for their publication, by all means let them have it, I have no objection. Let the weeklies retain their present free zone, and in this connection I wish to point out that a lot of misrepresentation has been going on, it having been stated that we want to see the free zone abolished. That is absolutely without foundation, and it had been stated for the sole purpose of influencing the Weekly Section against us. I am sure they are not to be caught by such chaff. In regard to the trade and class papers, most of which have a national circulation extending throughout Canada, they are certainly entitled to unrestricted circulation within their natural fields, and we contend that we are entitled to a continuance of a flat rate. If the present rate is not sufficient, I am willing, speaking, of course, only individually for myself, to see a reasonable increase made, but I am absolutely opposed to the imposition of a heavy zone rate which would bear almost entirely on the trade and class papers."

"In a large number of cases there is room in Canada for only one paper of a kind. That means that a paper published in Canada must cover the field from the Atlantic to the Pacific, and there is no reason why subscribers living down in Cape Breton or in Vancouver should be subjected to a higher rate of postage than in any other portion of the field."

"I am sorry to have taken up so much time, but realizing the importance of the subject, I have felt that the whole situation should be placed clearly before you. In the statements I have made I have been most careful to have them backed up by absolute proof, which is here in my possession. I am deeply grateful for the patient way in which the great majority of those present have listened to me and the spirit of fair play which prevented the success of the attempt to shut me off. I am perfectly satisfied to leave our case in your hands, feeling confident that the great majority of you are absolutely fair minded and will do justice."

MR. JOHN ROSS ROBERTSON'S REMARKS.

"The report you have listened to," said Mr. J. Ross Robertson, "speaks for itself."

The weeklies and class papers could outvote the dailies, but how there could be a community of interests between the weeklies and the class papers the speaker failed to see.

"They are lined up with paper manufacturers," asserted Mr. Robertson.

"No, no," protested Mr. Burrows. That's outrageous."

"They should not be encouraged to shoot at the daily paper from the vantage point of the Association," Mr. Robertson continued.

"The report speaks for itself. It deals with an issue that we must face. The revenues of this Association cover to the extent of 57.23 per cent., or \$5,715, from 102 daily newspapers, to the extent of 30.61 per cent., or \$3,057, from 464 weekly newspapers, and to the extent of 12.16 per cent., or \$1,215, from 50 trade and class papers."

"I am not advocating divorce between the newspaper press and the trade press, because most of the revenue comes from the newspaper press."

"The suggestion has been made that the weekly section of the newspaper press can go with the trade papers and outvote the daily section. I cannot see how a community of interests can be established between the trade papers that do not use newsprint and the weekly papers that do."

"I mention the subject of newsprint because when the daily papers went on to fight their own battles and the battles of the weekly papers against the paper-makers the trade papers were either neutral or lined up with the papermakers."

DOES NOT BLAME TRADE PAPERS

"I do not blame the trade papers. They have their own battles to fight, but they should be permitted to fight these battles in an organization of their own. The trade papers should not be encouraged to shoot at the daily and weekly papers from the vantage point given by their membership in the Canadian Press Association."

"The newspaper press, daily and weekly, have the same interests to serve and the same ideals to promote."

"The trade papers do not share these interests or sympathize with these ideals."

"The newspaper press of the country is not related to the trade press in interests any more than the newspaper press of the country is related to the vendors of bill-board advertising."

"I am not exalting the newspaper press above the trade press. The trade press

may be just as good or better than the newspaper press."

"The newspaper press should be in an organization exclusively dedicated to the maintenance of newspaper ideals and the promotion of newspaper interests."

"The Canadian Press Association cannot endure as an organization, three-quarters devoted to the newspaper press and one-quarter devoted to the trade press."

"The trade papers must either depart in peace and form an organization of their own or the daily and weekly papers must abandon the Canadian Press Association to the trade papers and form a Canadian Newspaper Publishers' Association, the same as the A.N.P.A. of the United States, except that the C.N.P.A. would include weekly as well as daily papers."

COLONEL MACLEAN APPEARS

At the conclusion of Mr. Robertson's speech there were calls for "Vote!" but, Colonel J. B. Maclean came forward and asked that in fairness to the trade newspapers they should have a full hearing, that Mr. MacKay and Mr. Atkinson had wasted nearly three-quarters of an hour in an attempt to prevent their case being placed, clearly, before the dailies and weeklies, who were not in the plot to eliminate the rural weeklies and trade publications. In view of the desire of many members to catch their trains for home, that many of the outside members had already gone, he would, if they would allow him, bring out a few of the salient points to show what was at the back of the present movement and publish the remainder of his talk and also send it to them by mail. This was agreed to and Colonel Maclean read a few paragraphs at random from his memo. He showed that the present acute situation arose a year ago, when Mr. Robertson proposed to eliminate the trade papers, and then the weeklies and no doubt many of the smaller dailies, and to make the Association the Canadian branch of the American Newspaper Publishers' Association, which is composed of about 300 of the biggest of the 1,200 or 1,500 dailies of the United States and Canada. They had been informed that Mr. Robertson had been inspired by Mr. Atkinson and J. F. MacKay. Both gentlemen indignantly denied it; as well as the suggestion that they supported him in the proposal to eliminate the rural weeklies. Col. Maclean accepted their explanation, saying that in order to save time he was not giving details; but he pointed out that they raised no objection a year ago; therefore the members of the daily section, who conveyed the information at that time to the rural weekly and trade members, inferred that they approved, particularly as they had spoken on that occasion.

COPY OF HIS VIEWS

Col. Maclean said:

"I have written most of what I have to say—I shall not read all I want to say. I may publish and send the remainder to you by mail. If I exceed my limit tell me and I shall instantly stop, but I beg you to be as generous as you can. I have been very active in the affairs of the Association for 34 years. Sir Mackenzie Bowell, H. P. Moore and myself are the only men, who held office in the early 80's, still in it. I joined the Executive Committee to

help save the Association, at the request of a few weekly and small daily publishers. At that time the Association had no friends among the dailies in Toronto. Its headquarters were in my office for many years. I rose to be President. I worked hard for the Association. I have a sentimental interest in it. It is proposed to retire us.

"Before you vote upon that, I want to place some history and some facts before you. I would like to reply to some of the false statements—outrageous misrepresentations—that the organized activity of a little group in Toronto has spread effectively among the daily and weekly members. All we have before us is that a statement had been prepared by the manager of the *Toronto Star* and John Ross Robertson, of the *Telegram*, which alleges that as, during the present year, the trade section pursued a policy in opposition to the interests of the other sections, therefore they should be eliminated. We also understand Mr. Imrie has made a confidential report to the other sections, which we were not allowed to hear and answer. And I take it that Mr. Imrie has brought himself to believe what he advocates. Three years ago he told me the trade press would in all probability have to get out.

CHARGES REFUTED

It appears to me a most extraordinary proceeding that we should be attacked in private instead of openly at a general session when we could have a chance of knowing the exact charges against us.

"We gather that two main charges are made against us. (1) That we refused to join the daily section in appealing to the Government in the matter of paper supply and (2) that we oppose the free delivery system enjoyed by the dailies and weeklies in the smaller cities and towns. As has been shown by our chairman, not only are both statements absolutely false, but on the contrary, in the paper matter, we were informed by the manager, and by J. F. MacKay the Chairman of the paper committee that we would have to fight our own case. Incidentally I may say the smaller dailies and weeklies are as much interested in the better grades of paper, as are many of the trade papers; and I use more newsprint than any one of 50, perhaps 75, per cent. of the members of the Daily and Weekly Sections.

"It has been stated that we appeared before the Paper Commission in the name of the Canadian Press Association. This is absolutely false, as you can see by referring to pages 103 and 104 of the official report of the inquiry. We most distinctly stated that we were not representing the Canadian Press Association.

"In the Postal matter, our whole history shows that we are with the smaller dailies and weeklies. Our whole interests are with you. All my personal efforts, all the power of my newspapers for years have been against the Dollar dailies—the *Toronto dailies* which sell in your city or town for less than in their big cities. We voted that way with you in 1913. We helped to defeat the *Toronto* group. That is one thing they have against us—are bitter about. We took the same stand before the Senate, and on every other occasion. Further, and more important still, the

great bulk of our readers are outside the metropolitan cities. They are particularly interested in the prosperity of these smaller centres. The more widely the local paper circulates, the better for the trade paper readers—that is, the local business men, manufacturers and workers. Let me make myself clear. I favor, and always have favored, the free zone for the local paper.

"I will not attempt to deal with several other equally absurd stories, but will gladly answer any questions here or by mail.

EGUN AT LAST YEAR'S MEETING

"The real fact is that the present movement started at the annual meeting of the Daily Section a year ago. It was then proposed to eliminate the Rural Weeklies and Trade and Class Section; and it was then definitely decided to this year get rid of the Trade Papers."

"A paper was read by John Ross Robertson at the Daily Section—and I want it understood that anything I say is not to be construed into a personal attack on Mr. Robertson. He has been always unfriendly in business; but in private life he is one of my oldest friends. I know of things he has done that, no matter what his faults, he will always retain my friendship. He is one of the biggest-hearted of men. I can always go to him if I need his help. I differ with his editorial and business policy, but I will always believe him to be inspired by the best motives. He has two weaknesses. He is easily imposed upon, misled; and, while he is the wealthiest publisher in Canada, his paper's chief aversion is other successful men. Years ago, while he was desperately attacking the authorities for wrongly sending two innocent men to the Central Prison for theft, the two convicts got out; and the first thing they did was to attack John Ross in his office and rob him of his watch, money and everything valuable he had. He is said to be largely under J. E. Atkinson's influence. Atkinson gives him little tips on the quiet, until he has come to be known in the *Telegram* office as "whispering Joe."

"As I said, Mr. Robertson read a paper, written, we were informed, after consultation with Mr. Atkinson and Mr. MacKay. As he did not want to be misunderstood, he had prepared it carefully. He made a vicious attack on the trade newspapers. He said they had no right to membership in the C.P.A. Half an hour later details were repeated to us while we were still in session by members of the Daily Section. It was announced at our meeting that the Rural weeklies and trade press were to be eliminated from the Association, but the matter was to be kept secret for a year. I asked Mr. Robertson for a copy of his manuscript. He said he could not give it to me, but that there was a verbatim report of the meeting and he suggested I get it. I instructed one of our staff to go to the Association offices and see a copy. I have it here.

REPORT OF DAILY SECTION

This report was handed to the editor of PRINTER AND PUBLISHER at the office of the Canadian Press Association. He tells me, he informed me that at the time it was secured that the assistant manager instructed him nothing was to be published without the formal approval of the

President. As no good purpose was to be served at that time by publishing it such approval was not asked. Therefore, nothing has been published. It was not even submitted to members of the Trade, Class or Weekly Sections. At the same time, the question arises whether in an Association like this one group can conduct proceedings that are not open to all members. I understand that the Board of Directors has recommended a by-law to make this clear in future. At any rate, in view of the request made when the editor of PRINTER AND PUBLISHER received the copy, I will not use it now without the full consent of those interested.

Colonel Maclean then asked if the Association desired him to read the verbatim report. Many voices called "Read it." The President, Mr. Elliott, raised no objection and Mr. Robertson particularly expressed his desire that it should be read and there was no objection whatever from any one present.

Colonel Maclean then said that there were some references which would, if they came out, make it very unpleasant for one or two of the speakers; he would, notwithstanding the decision to have him read the full report; therefore in fairness suppress them.

"It shows that Mr. Robertson proposed an amendment throwing out the trade papers. Note that it is the *trade papers* he was after, also that he was prepared to throw out the weeklies—no objection was raised. I will quote from the stenographic report.

"In connection with the discussion regarding the composition of the Advisory Committee John Ross Robertson said:

"We have a certain number of the metropolitan city dailies; also for the medium city dailies; and other sections, and the Trade and Class Section. Why should the Trade Papers have any representative on the Advisory Committee? Why should they have any place in this Association at all? Is this the place to discuss that? If we adopt the suggested amendment it means the adoption of the principle of the Trade Papers having representation on the Advisory Committee."

"V. E. MORRILL, Chairman of Daily Section.—'We have already adopted the principle of their having connection with the C.P.A.'

"J. R. ROBERTSON.—'An amendment might be made throwing them out of the Association. I feel very strongly in connection with these trade papers and I am willing to give my views to this meeting. I don't think they should have a place in the Association at all. We have 668 papers in membership with the Association and the Trade and Class Section has 52 papers in the first and 55 in the second. This Trade and Class Section can outvote us every day of the week, and if we get into the conflict with them they will put us out of business in five minutes. I feel strongly on this matter because I think the Association should be based on the same principles and foundations as the American Newspaper Publishers Association. The daily newspapers — with all due respect to the weekly; and certainly the Trade and Class papers have no claim to be members of this Association. I only thought of this yesterday, but I want to be very careful in what I say, and I do not want to be mis-reported, but I am prepared to give my reasons why those Trade and Class papers should be

cut off from the benefits of this Association.'

"John Ross Robertson here read his own views from manuscript.

"These are my views. I am perfectly certain from conversation I have had with many persons during the last week that there is a large amount of feeling on the lines I have given out, and that something should be done to reorganize this Association, and that the trade papers which want two, or I believe four, on the Advisory Board [this is not true, they asked for one only], would practically rule and govern this Association—the Daily newspapers would not have a look in. I think that something should be done, either in this section or in the general Association to have these matters remedied. If we pass this amendment, it would simply mean that the general Association would accept that as our agreeing to the principle that the trade papers should be represented.'

"V. E. MORRILL.—'Article X is to be changed, as suggested by the President this morning in reference to the Advisory Committee.'

"J. R. ROBERTSON. — 'I mean that the whole amendment be struck out.'

"W. R. GIVENS, *Kingston Standard*.—'Would it suit Mr. Robertson to have the whole matter referred back to the general Association?'

"J. R. ROBERTSON.—'I will make it whatever you think, but I want it to be decided to strike out the Trade Section.'

"J. F. MACKAY, *Toronto Globe*.—'There is nothing in the Constitution to keep them out excepting an arbitrary decision.'

['This is exactly what they are now carrying out—trying to drive us out of the Association by arbitrary action.']

"GEORGE SCROGGIE, *Mail and Empire*.—'I agree with every word that Mr. Robertson used, but in view of the conditions, I think it would be well to let it go this year, and slip in one member of the Trade Class Section on the Advisory Board.'

"J. G. ELLIOTT, *Kingston Whig*.—'While I thoroughly endorse all the remarks that Mr. Robertson made in connection with this matter, I feel that this year we cannot do very much. In the first place it would require a change in our constitution and a notice of motion would have to be made which could not be considered, until next year; and therefore, the trade and class magazine publishers would remain members of this Association until the change could be made. Next year, if it be decided to wipe them out, they will be wiped out.'

"J. E. ATKINSON, *Toronto Star*.—'I think the Weekly Section will be inclined to side with the trade class papers, because it likes to balance the Association against the dailies. I fancy the trade papers have that quarter.'

POLICY OF DISSENSION

"The plotters realized this and now you have had the most desperate efforts to create dissension between the trade papers and the rural weeklies.

"Since that meeting the Trade Section has been harassed, opposed and subjected to a regular campaign of misrepresentation. In our relations with the President and Manager it was finally decided that everything must be in writing. *The present resolutions are the climax.*

"In this connection the question arises, suppose the Trade and Class Section be eliminated. What might happen to the weeklies. There are 104 class and 174 dailies. Mr. MacKay and Mr. Atkinson, in their efforts to prevent us from getting a reasonable hearing, have wasted more time than the two trade-class speakers planned for their representations. It has grown so late that probably the majority of the weeklies and small dailies have gone to catch their trains. The dailies are here in full force. Although there are 499 rural weeklies, only a small percentage attend meetings. There are very few of them here now. Next year the same tactics might be tried on them. And it would be quite easy, on them. The daily group might be the majority at the close of the meeting—the weeklies having gone home, it would be quite easy, without the trade press, to wipe them out.

PART OF A BIG QUESTION

"The present situation is merely a part of a big question. It is merely a local skirmish between the outposts of two great forces—the big business of the metropolitan centres and their agents, the metropolitan dailies on the one hand; and the thousands of business men in the other cities, towns and country cross roads with their friends the local and the business newspapers. Do you remember last year how the editor of the *Globe* complained of the complete domination of big stores in the city press? The present fight is really between the Toronto dailies and practically the entire Association. I do not blame the Toronto dailies. They are splendid papers. They are doing their duty to their big advertisers. The trade press is holding the advanced trenches for the rest of you. Back of you are your home city or town. The Toronto dailies conflict with every other member from Ontario and some beyond. It is the question of whether the business and the manufacturing is to centralize in a few big cities or be distributed in many smaller places right across the continent. The tendency is for the big centres, the big stores, the big dailies to grow bigger. There seems to be a big combination here in Toronto, four of them. Do they also aim to control Governments. See how the department stores and their country order departments are growing in Toronto and Winnipeg. It can be arrested, is being arrested in many places by up-to-date methods of local business men, supported by the local daily or weekly. Few of you who do not live close to the business life of the country realize as do we who are specialists in business news, how live this question is.

"We could go out to-day and get thousands of dollars of advertising—perhaps more in our magazines—from the Departmental Stores. It has been offered to us many times. We have not accepted it, because we are loyal to the merchants and the press outside Toronto. Some of the daily men are, unintentionally, no doubt, not as loyal to their local merchants. We have no antipathy to the Departmental Stores. They subscribe regularly for scores of our papers. The late Mr. Eaton was one of the ablest business men who ever lived. His successor is one of the most generous and public spirited. Our work is not to wantonly attack the big stores, but to supply

news to the merchants throughout Canada to enable them to hold their own with these great organizations and to watch for and fight against unfair encroachments upon, and competition with our friends—and your friends—the out of Toronto merchants. Our editors are supposed to, and do run, and have run, for 30 years an advertising department regularly devoted exclusively to urging merchants to use their local press, and showing them how to use it. That we are succeeding, I have often heard publishers say. When Mr. MacKay, now of the *Globe*, was in Woodstock he wrote me that the trade papers were a great aid to getting local advertising. Small merchants outside of Woodstock he said had used his paper because they were educated to it by my papers.

"Handicap the trade press and you make it harder for your advertisers to do business. Ask yourselves this question—will we help ourselves and our best friends, our advertisers, by eliminating the trade press from the Association.

WHAT THE MERCHANTS DO

"It may be urged that the big stores are performing a great national service at low cost. So are the merchants and manufacturers in the smaller centres. Suppose they were eliminated by big city competition. What would become of your home town? Who would support the churches, schools and other social centres? It is the local merchant who does this to-day. Hon. Mr. Rolland, member of a small National Commission, which has been working since the war broke out on national problems, told me last year, that their investigation showed the most serious problem in the settlement of the West was the fearful loneliness of the life. There were no villages to which the farmers could go to break the awful monotony. Last year one of the ablest of many good men in our public service came to my house to discuss this question with me. He had for years been a strong advocate of co-operative buying and selling, and he believed in the elimination of the middleman, the local merchant. I asked him to investigate what would happen if the business of the country were concentrated in the two or three metropolitan cities of Canada. He did—to-day he will tell you the local merchant and manufacturer, the local paper is essential to the rural life of the country. There would be no rural life without them.

WHEN THE FIGHT BEGAN

As for the trade press, this fight began 15 years ago when the *Toronto Telegram* in conjunction with the *Toronto Star*, began a campaign against us. We were frankly told the attacks were carried on in the interests of the Toronto Departmental Stores. Two objects were frankly aimed at—our elimination from the C.P.A. and from newspaper postal rates. At that time the *Star* was owned by Mr. Eaton, Hon. Mr. Cox, the financier, back of the Simpson Co., and one or two others. The Cox interests have since been disposed of. The clique against us succeeded in getting Mulock, then Postmaster General, to propose an increase in postage on trade papers. No action was to be taken on religious or any other publications. We took the matter up with Mr. Mulock. We found that he had been loaded up with a

mass of false information. He discussed trade papers with some prominent business man, verified what we had told him; and in spite of further efforts he refused to single out the trade press for handicaps.

"Things ran smoothly until Mr. Lemieux became P.M.G. He introduced, and said he would force through, a bill, which would in effect make every P.O. an agency and depot for Toronto mail order houses. The trade press exposed the scheme and it was overwhelmingly defeated. Then began a vicious campaign against the trade press, participated in by some of the leading, permanent, P.O. officials. The cry was, why should trade papers have newspaper rates when Toronto mail order catalogues could not get them!

"The P.O. got after the trade press again when Pelletier came in. You know the story. It was argued that they had no rights to the mails. They were of no use. They performed no public service. We defeated that and got Pelletier out; and we did it unaided by the Association. The C.P.A. Postal Committee, saying it was useless to fight a Government bill, refused to take action. It was not until the trade press had shown the Senate the iniquities of the bill, and had it referred to the Banking Committee, that the Association came in. Even then, in the most critical stage, the Manager of the C.P.A. suggested a compromise, which the trade press refused and the bill was wholly defeated.

IMMEDIATE CAUSE OF THIS FIGHT

"A year ago last spring the trade press contained news of the greatest value to the merchants right across Canada—news that enabled them to compete more successfully than ever before with the Toronto mail order houses. I thought at the time that the Departmental Store organs would get busy once more. They did. They have so far afforded us a very interesting gathering.

"The question, to my mind, is whether the other dailies, the rural weeklies and the trade press should not now unite to eliminate the Toronto clique. Atkinson, MacKay, Robertson, Scroggie.

VALUE OF THE TRADE PRESS

"I understand President Elliott to refer to the importance of Industrial Education. Yet he proposes to shut out of this Association the great technical papers of the country. This because he is not familiar with them or with the best interests of his local advertisers in Kingston.

"I would like to say something of the work of the trade and technical press. When the war broke out munitions were wanted. General machine shops had to be adapted and their owners, superintendents, foremen and mechanics had to be informed. There was a rush of manufacturers to the technical press of Canada. With the help of the technical press, which the Toronto daily clique wish to kill, Canada outdistanced the world. They showed the biggest firms among the Allies how to make munitions. They showed Governments. I have here a letter from a high official in Australia. It says:

AUSTRALIA AND INDIA GOVERNMENTS USE CANADIAN TECHNICAL PRESS

"Dear Sir.—Through your consideration in forwarding your valued journal, gratuitously, to this office—in the interests of your advertisers and for my personal in-

formation to keep me posted in the manufacturing progress in Canada—I was able to place your issue of July 1st last at the disposal of the Commonwealth Munitions Committee, Melbourne, with the result that your special article on "High Explosive Shell Manufacture" in Canada was re-printed with all illustrations in booklet form (giving *Canadian Machinery* due credit) for the information of Australian manufacturers of munitions of war.

"I am sending, herewith, a copy of the booklet as evidence of the value placed in Australia upon the articles appearing in your journal.

"Indeed, all the munitions numbers of your journal have been carefully gone into by the Federal Committee, from whose personnel a sub-committee has been appointed to proceed to India, on behalf of the Commonwealth Government, to report upon the Arensals in that country.

"It is only fair to state that the first reliable articles upon the manufacture of high explosives made available in Australia were those which appeared in your invaluable journal.

"Please accept my sincere appreciation and thanks for your continued consideration in forwarding *Canadian Machinery* to me. Herewith copy of Government Red Book reprinting your articles. The original of this official letter is on file in our office on High Explosive Shell Manufacturing.'

SO DOES RUSSIA

"This is not all. The Russian Government has also issued a book of instructions, frankly giving this country credit.

"I fear that there is more or less misunderstanding of the work the trade and technical press of this country is doing. I will, therefore, from time to time, during the year, send you some facts on this subject. The programme for Editorial Night this year was in the hands of Messrs. Atkinson and MacKay, and they positively refused to allow any representative from the trade press to appear on it.

WEEKLIES MUST HAVE MORE VOICE IN AFFAIRS OF THE ASSOCIATION

"In conclusion, I would strongly urge a change in our By-laws to provide for a larger representation of rural weekly members on the Advisory, Executive and other Committees. We have felt that for a long time the affairs of the Association were manipulated by a little group in Toronto. We have always had fair treatment from the weeklies, and all but a few dailies. At present the weeklies have but one man on the Advisory Committee, the dailies have three, while they have 464 voting members against 102 from the dailies. There should be one from each hundred or less. The members should be elected by the Section, and not selected by a President who might not get the most representative men. The Chairman of each Section should most certainly be a member of the Advisory Committee, as he, more than any other man, is familiar with the views and conditions of the Section over which he presides."

It was suggested some time ago when the rural weeklies came into conflict with the central office that there should be a paid manager for each section. This is worth serious consideration.

FURTHER DISCUSSION POSTPONED

It was then moved by A. E. Calnan, *Picton Gazette*, seconded by Rev. R. Douglas Fraser, D.D., Presbyterian Publications, and carried:

"That in view of the great and far-reaching importance of the question before the Association: And whereas it would appear from the statements made before the Association, and from the discussion in reference thereto, that while the present serious situation is chiefly due to the divergence of interests of the different classes, there would still appear common ground upon which they might profitably co-operate, and in the hope of an amicable settlement of this question, it is therefore resolved that this question of the amendment of the by-laws eliminating the Trade and Class Section be laid over until the next annual meeting of the Association, or in the discretion of the Board of Directors a special general meeting of the Association."

General News

Lord Northcliffe will contribute a special article to *MacLean's Magazine*, probably in the September issue.

Socialistic literature denouncing conscription has been surreptitiously distributed in numerous cities in Canada.

Andre Tardieu, the new French High Commissioner to the United States, was editor of *Le Temps* of Paris when the war began.

How Canada provides for the wives and children of her soldiers is described in a special report issued by the Federal Children's Bureau.

A little paper is printed daily in Petrograd in English for the benefit of the American and English people in that city. It is largely composed of translations from the Russian dailies and usually has contained more Russian than American news.

The Chicago *Daily News* is doing its bit in conserving the paper supply by buying newspapers wherever they may be found in Chicago and disposing of the stock thus gathered to the paper mills. The *News* pays the top market price and is handling an immense volume of paper.

Capt. Thomas Nelson, of the Yeomanry, partner in the firm of Thomas Nelson and Sons, publishers, Edinburgh, who was killed in action April 9, left a personal estate of £470,782, of which £219,300 represents his holdings in Nelson and Sons.

Serge Basset, a French newspaperman attached to the British army, is the first war correspondent to lose his life in the present struggle. Mr. Basset was a brilliant writer, a profound admirer of the British army, and had won the Legion of Honor decoration for literary and dramatic work.

At a council meeting of the Empire Press Union in London protest was made against the recent restrictions regarding importation of overseas newspapers in bulk, particularly for distribution among the troops and hospitals. Chairman Lord Burnham undertook to approach the president of the Paper Commission on the subject.

Waldemar von Nostiz, 65 years old, former editor of the *Waechter und Anzeiger*, a German daily published in Cleveland, has been arrested by federal agents on the charge of being an alien enemy. He was ordered interned for the rest of the war. Federal officials say that the internment was brought about by order of President Wilson.

Lord Northcliffe, British High Commissioner to the United States, in an address to magazine editors and writers at a luncheon in New York, expressed the hope that the United States would not muddle the censorship as Britain had the first three years of the war. The luncheon was given by Isaac F. Marcossin, who has recently returned from the war.

Of the Making of Types There Is No End

Caston, Caslon, Cottrell, Stephenson, Miller and Others—
Oxford University—The Baskerville Face—The Scotch Face

By P. O. WELL

SOLOMON did not put it the way it is written in the caption. The Jewish King was original. He said: "Of the making of books there is no end." Solomon allowed 400 wives and their lady friends to manage him, piloted the safe course between Palm Beach suits, the talcum powder of those of the lighter hues, didn't kick a bit over the price of \$15 boots and long laces, gold and inlaid parasol handles, pulled the bluff when he came home late with his sandals off that he was at lodge with Hiram King of Tyre and Hiram Abiff, and got away with it. But he knew nothing of types—type of the Art Preservative. So that far we can put him down as a back number. For, if it were left to the scribes of 1917, a golf game, a baseball match, or a lodge meeting without the two Hiram, but many other Hiram, and the cost of high living would put a crimp in the making of books. I do not mean those that race-horse men talk about.

So let's get to the story—the romance—of the making of types. We can leave the old masters of the southern European cities, Metz and Strassburg in Alsace-Lorraine, for the time being, and cross the channel to the tight little island of Caxton, of William Caslon, of Joseph Fry, of Thomas Cottrell, Charles Reed, of Joseph Jackson, of Henry Stephenson, of Miller.

Most printers know of William Caxton, of his book on chess, printed in a chapel of Westminster, perpetuated to this day in the composing rooms of England and America. For the employees of our composing rooms are banded as the chapel, and the chairman as Father of the chapel. It is a delightful connection of the past with the present. The past with its art—the present with its typesetting machines and mechanical devices. Without type, very few books and no newspapers would be possible. And without newspapers what a peculiar and funny old world this would be. Put your imagination at work—and conjecture. The plow of three sticks; Tubal Cain making reaping hooks; the caravels of Columbus; no poisonous gas; no Palm Beach suits; high-laced boots, yes; crooked politicians, no and yes, Greece and Rome had them. But conjectures away; they never happen.

The beautiful type faces of the English and Scotch masters have never been excelled. I mean Roman faces, old style and modern. Foundries to-day try to imitate—and copyright them! Even the typesetting matrix maker pays his tribute and annexes them without batting an eyelid or the color coming to his cheek—and advertises the fact.

Oxford University has the greatest collection of type dies in the world, and as many heights to the type as the faces are numerous. But Oxford has its "haccent, don't-cher-know." Talks of the past—and lives in it, does not care a whoop for the pressman nor his profanity and turns out more books than any other institution of the globe. I mean books—"not

best sellers," a distinction with a difference. Solomon was a seer. But he knew nothing of Wharfedale presses nor type.

Those who click the type in the stick in 1917 bless the point system, and believe the idea of making type to uniform size originated in America. Not so. In 1840 Bower Bros., who had made type in Sheffield, England, published proposals for the making of type uniform to size and height, based on lineal measurement of "12 lines to the inch, 12 inches to the foot," and so on. You've sung it with a swing in the old class rooms. Then 72 points to the inch. Wonder some one did not think of it before. But printing stuck to the classics, like a cot to a Cotswold sheep, and there you are. The real cause may have been that type foundries did not want to incur the expense of changing machines and molds. Typesetting machine companies are known to buy up models and suppress them, so as not to put existing costly equipment in the scrap heap. But the point system is firmly established, and Bower Bros. and Sheffield deserve the credit.

Thomas Carlyle's History of the French Revolution and Charles Dickens' "Tale of Two Cities" just now are more impelling than ever. The sage of Chelsea and his dyspepsia always commanded me. I've read most of his works—and read them. His Scotch thoroughness is magnetic. Dickens credited the History of the French Revolution for the facts used in the "Tale of Two Cities."

But where is this bringing us to. Just this. In that same city of Sheffield is a foundry most Canadians are acquainted with—Messrs. Stephenson, Blake & Co. So Charles Reed & Sons amalgamated with Stephenson, Blake & Co., away back when most of our great-granddads were boys, and Charles Reed absorbed Joseph Fry, of Bristol, and he in turn had something to do with Baskerville. Joseph Jackson, the pioneer of Stephenson, Blake & Co., was born in London in 1733 and Fry in Bristol in 1728. Jackson was an apprentice of William Caslon. Thomas Cottrell, the founder of Charles Reed, was also an apprentice of Caslon's. Most of you have heard of Cottrell presses.

But I want to get back to Baskerville. The dies for the Baskerville face were cut back in 1768, and are still on the job in the Stephenson, Blake & Co. foundry in Sheffield, a guarantee of things done right. The originals were taken to France, and are believed to have been lost in the Revolution.

Many a man who reads this has piled up the Baskerville face in his stick, and many more in years to come will repeat. A reproduction of the original Baskerville will be found on another page. It's hard to beat—beautiful, clear, easy to read, no freaks. Three faces have been handed down to us in the long span of the century or so that has passed to the ages—the type of William Caslon, the

Baskerville face of Stephenson, Blake & Co., and the Scotch face of Miller & Richard. "Of the making of type there is no end." But the three mentioned will endure. And who knows but may tell the tale of another revolution.

ST. JOHN, 1877

THE fortieth anniversary of the great fire which swept St. John in 1877, destroying all the newspaper offices when the greater part of the city was burned, was marked by the St. John Telegraph by the publication of a reproduction of its issue of the day following the fire. A single sheet, 9½ by 12 inches, printed on both sides, was the best that could be done but it served to preserve the continuity of the paper and to chronicle the main facts of the conflagration. It was printed in the job office of George W. Day, whose establishment had escaped the flames and who put his plant at the service of the newspaper. The reproduction was published in corresponding spaces on opposite sides of one sheet of the paper of June 20, 1917, so that it could be cut out and preserved as an exact replica of the historic issue. The fire inspired the publication of the first Sunday paper ever printed in New Brunswick, the intense interest in all matters relating to the fire leading to the publication of a special on the following Sunday. No other Sunday paper appeared in the province until the Telegraph issued a special to announce the outbreak of the great war in 1914.

NEWSPAPER PRICES OF LONG AGO

THE days of the cheap newspaper began in Great Britain sixty-one years ago. On this side of the Atlantic cheap newspapers had come into existence many years before, but the heavy tax imposed on the English press made newspapers a luxury for the masses so long as the stamp duty was in force. In the early part of the last century a tax of 4d. or 8 cents, was imposed on each copy of a newspaper published in England, and printing, publishing or selling or having possession of a newspaper which was unstamped were crimes involving severe penalties. In 1836 the stamp duty was reduced to one penny per copy, but even this reduction helped little to popularize the papers, for they still sold for 6 cents a copy. The abolition of the stamp duty was directly due to the Crimean war. The masses of the people were anxious to know about the conflict, but they could not afford to pay the prices for newspapers. Then Parliament passed an act permitting the unstamped publication of papers which dealt "with only one subject." Scores of journals devoted exclusively to war news were published under this act, and this competition naturally aroused the established press to a frenzy of denunciation. The result was the total abolition of the stamp duty and the daily papers were reduced in price so as to make them available to the millions.

CANNINGTON

SEVERAL young men have gone forth from the office of the Ontario Gleaner, and it gives us some encouragement to know everyone of them has made good. As writers W. T. Glynn and George D. Skinner, both of Western States; as job printer, Norman Williams of Vancouver, B.C.; W. J. Ryckman of Winnipeg; Harry Edwards and Sam J. Robinson of Toronto; J. Chas. Osborne of Newmarket; Thos. A. Osborne of Picton; Earl C. Osborne of Consort, Alta., all first-class men, and John T. Robinson, Kamloops, B.C., one of the firm of Robinson Bros., from 1888 to 1895, Archie MacKay was also an apprentice on the Gleaner, but the West claimed his attention. He went to Yukon returning to Illinois where he has become a successful shoe merchant. Dan Richards of the Lindsay Post was employed on the Gleaner many years ago. This is a fair record for one country newspaper.—Cannington Gleaner.

Canadian Newsprint Investigation

The Sessions at Ottawa Unsatisfactory to the Publishers — Publishers' Counsel Withdraws from the Enquiry — Manufacturers Admit Price Manipulation

AT Ottawa last month a fifth sitting of the Commission over which presides R. A. Pringle, K.C., was held. Present were numerous manufacturers and their counsel, and John M. Imrie, manager of the Canadian Press Association, and W. N. Tilley, K.C., counsel representing publishers' interests. A sixth sitting took place in Ottawa on June 27, at which the publishers were not represented.

At the sitting held in Ottawa on June 19, 20 and 21, Mr. Tilley and Manager Imrie withdrew, as a protest against a ruling of Commissioner Pringle to limit the scope of the enquiry into newsprint prices. Mr. Tilley wished to enquire into the formation and practices of the Canadian Export Company of Montreal, and such enquiry was declared by the Commissioner to be irrelevant. The Commissioner declared that the scope of the investigation should be limited to the cost of producing newsprint, and anything not bearing directly on this objection he refused to take time over.

It was brought out in the cross-examination that in many of the statements submitted one or both of the two principal items of cost of paper, ground wood and sulphite, had been entered at arbitrary figures instead of at the actual cost of production.

ARBITRARY FIGURES USED

The treasurer of one paper manufacturing company said he had used an arbitrary figure instead of the actual cost for ground wood on the instructions of the president of his company, and that he had understood from the latter that the price used had been agreed upon.

Another witness admitted that the use of arbitrary figures instead of actual cost of production had been adopted by his mill during the latter part of 1916, in accordance with an understanding among the manufacturers.

Mr. Tilley endeavored to establish between the change in the method of cost recording at that time and the fact that the appeal of the newspapers to the Government was made on October 7, 1916.

One witness admitted a change in the method of writing off depreciation in his mill which increased the allowance for this item by about 50 per cent. It was brought out that this change in method had been made for the first time in the preparation of the reply to Commissioner Pringle's questionnaire.

FOUR DOLLARS A TON HIGHER

In the case of one company it was shown that the use of actual cost of production of ground wood and sulphite instead of the arbitrary figures that had been used by that company meant the difference on its 1916 business between a loss of \$10.45 a ton and a profit of \$7.37 a ton. It was brought out that even the profit of \$7.37 a ton was, after paying \$1.50 a ton to a selling agency and allowing for depreciation, an amount that was \$4 a ton higher than the amount fixed by the Federal Trade Commission of United States.

The evidence showed that Abitibi Power & Paper Company, Limited, and Spanish River Pulp & Paper Company, Limited, whose combined output is almost one-third of the total Canadian production of newsprint paper, sell their entire production through George H. Mead & Co., of Dayton, Ohio, of which George H. Mead, president of the Spanish River Pulp & Paper Co., Ltd., is practically sole proprietor.

RULED OUT OF QUESTION

Mr. Tilley's question to a witness as to who composed the Canadian export paper company brought from the counsel for the manufacturers a strenuous objection to any questioning along that line on the ground that as the company did an export business only, its operations did not come within the scope of the investigation. Mr. Tilley said he had reason to believe that the company in question was composed of paper manufacturers representing a very large proportion of the Canadian production.

He pointed out that only eleven per cent. of the Canadian production is used in Canada, and argued that it was pertinent to enquire as to the means used to dispose of the other 89 per cent. and as to whether those means had any bearing on the prices in Canada. He claimed that the Canadian Export Paper Company was a Canadian company, composed of Canadian paper manufacturers, with its head office in Montreal, and insisted on the right to bring out evidence as to who composed that company and its methods of operation.

Following a lengthy argument on the question, Commissioner Pringle ruled that the witness, under examination, was not required to answer the question as to which paper manufacturers composed the Canadian Export Paper Company. Mr. Tilley stated that in view of that ruling he had no further question to ask the witness.

NOTES

The Montreal *Daily Star* made a contract with the Belgo-Canadian Pulp & Paper Company for 2500-3000 tons of paper at \$2.38 f.o.b. mill, the contract to continue until two months after the signing of a peace treaty.

W. H. Smith, treasurer of the Abitibi Power and Paper Company, stated that he had written off, under instruction, on December 31, 1916, the sum of \$250,000 as depreciation on plant and buildings and approximately \$115,000 as depreciation on timber limits. These amounts were intended to cover the depreciation for the whole period since the company commenced operations in June, 1914, but being written off in one sum in 1916, they represented a charge of \$4.65 a ton against the cost of production in that year.

Commissioner Pringle refused to have regard for the findings of the U.S. Federal Trade Commission in its investigation of the costs of production in Canada in 1916; he said that his finding as to

cost would be based entirely on the evidence brought before him.

The result of the Pringle enquiry may be a finding that will bankrupt the Canadian industry with the exception of a few well-established newspapers—so declares the *Toronto Telegram*.

The result of that finding may absolutely abolish the one-cent daily newspaper.

Several newspapers published in extended form the proceedings of the newsprint investigation at Ottawa last month to inform the general public of the alleged conspiracy on the part of paper makers to enhance prices unduly.

—So declares the *Toronto Telegram*—

THE publication of the official report of the proceedings of the Royal Commission on newsprint paper subsequent to the withdrawal of the daily and weekly newspapers and their counsel, W. N. Tilley, K.C., has brought to light further instances of the inflation of cost figures by the paper manufacturers in their returns to Commissioner Pringle.

Some of the evidence presents an interesting sidelight on the desire of the counsel for the publishers to enquire into the nature of the work of the Canadian Export Paper Co., Ltd., of Montreal. It was brought out that the Ontario Paper Co., Ltd., is owned by the Chicago *Tribune*, and that its entire production is shipped to that newspaper; also that the Donnacona Paper Co., Ltd., sells its entire production to the *New York Times*. The combined production of these two companies represents about 10 per cent. of the total Canadian production, and, because of the arrangements regarding it, that portion of the Canadian production was withdrawn from the competitive market open to Canadian publishers. Another 33 per cent. of the Canadian production, representing the combined output of the Spanish River and Abitibi companies is sold through George H. Mead & Co., of Dayton, Ohio, which is practically controlled by George H. Mead, president of the Spanish River Company. This leaves only about 57 per cent. of the total Canadian production, and more than one-half of that is represented by the output of the five companies that are interested in the Canadian Export Paper Co., Limited.

MANUFACTURERS WANT 3 CENTS

THE furnishing of figures showing very generous profits on the sale of sulphite featured the resumed inquiry into the newsprint paper industry before Commissioner Pringle at Ottawa on July 10.

Geo. F. Henderson, K.C., counsel for the J. R. Booth Company, and the E. B. Eddy Company, Limited, lodged a protest against the articles printed in Canadian newspapers on the proceedings before Mr. Pringle. He objected to these reports as being "most distorted."

Commissioner Pringle said it wouldn't do to be too thin-skinned. The publishers were vitally interested in the inquiry. He had not read any of the articles except one in regard to Mr. Tilley's withdrawal as counsel for the publishers, and as to this he did not think it fair for the press to state that the withdrawal had been because his (Mr. Pringle's) ruling balked a complete investigation of the cost and supply of newsprint. The more he considered it the more satisfied he was with his ruling.

The manufacturers have asked an advance which would mean that the publishers would pay 3 cents a pound at the mill.

The cost of producing newsprint paper, sulphite and ground wood in the principal Canadian mills as found by the accountants of the Federal Trade Commission of the United States are published in the commission's final report on the newsprint paper industry which is now being distributed.

The report shows that the average cost of newsprint paper during the first six months of 1916 in ten Canadian mills producing about 75 per cent. of the total Canadian production was \$27.43 per ton. The cost in one mill is given as \$25.68 per ton. There is no report as to the increase in cost during the second half of 1916, but it is stated that returns for that period from the principal mills of the United States show an average increase of \$1.50 per ton over the cost for the first half of 1916. If the increase in cost during the second half of 1916 was the same in Canadian mills as in the mills of the United States the average cost in Canadian mills during that period, according to the Federal Trade Commission's figures, was \$28.93 a ton. The prices asked by the Canadian manufacturers commencing January 1, 1917, were \$60 a ton for roll news and around \$75 a ton for sheet news.

THE PRESS AND THE PAPER MAKERS

THE *Toronto World*, in editorially attacking the paper manufacturers for their arrogance and tyranny, refers to "the trade press and their apologists in the financial press."

We are not aware what the policy of the financial newspapers generally has been towards the pulp and paper manufacturers in the tremendous advances in their selling prices, but the *Financial Post* has certainly made no apology for them. On the other hand, we have plainly indicated that we have no sympathy with them. Apparently, from the evidence so far submitted, we believe that they have got themselves into a nasty position. At the bottom of the whole business are a group of United States promoters and get-rich-quick stock jobbers. The whole scheme originated with a financial highwayman in New York. Outside of Laurence and some of the older Canadian companies, we have discouraged investment in their securities until the business is put upon a more stable basis.

Nine months ago, in our issue of October 2, 1916, we said:—

"The pulp and paper industry is facing an important problem at the present time. If the managers solve it intelligently, the securities will become one of the safest of our permanent investments. If not, they will continually be subject to press and parliamentary attacks and hampering, if not confiscatory legislation. . . . These experiences suggest that the pulp and paper makers and their customers should get together, discuss the situation frankly and agree upon a price basis that will enable the manufacturers to pay good wages, good dividends on the investment and build up the industry on a basis that will ensure its permanency of dividends. On the other hand, the newspapers must not expect, as they do, the manufacturers to cut their reasonable profits to enable the papers to turn out cumbersome issues to be sold at an actual loss. We know of one daily, owned by a large capitalist, that is now selling on a basis which represents an annual loss of \$75,000 in the paper used. The Min-

ister of Finance should tell the newspapers they must sell their papers on a business basis before he will agree to apply one cent rate or a larger at two or three cents a copy. In this principle he will have the support of 95 per cent. of the newspapers of the country."

The above was not off-hand advice of a theorist in an editor's chair, but was based on the actual experiences of a writer, who was associated with, and knew exactly what happened, to many similar combinations of manufacturers, covering in Canada, a period of 35 years.

The daily press, we have no doubt, conscientiously believe that the financial or trade paper is compelled to support leaders in its particular field, right or wrong. This is an entirely false impression. It no doubt arises from the inherent policy of the big dailies that they are at the call and bidding of party politicians or their big advertisers, that they must support them, right or wrong. Stewart Lyon, Chief Editor of the *Globe*, in an address a year ago complained bitterly of this, and wished for the day when editors of newspapers might be free to publish the news they liked, and be more free to express opinions they consider to be in the public's interests. Financial, trade and technical newspapers fought and settled this problem of control years ago. No advertiser, group, or clique can, or do, control their editors. These specialized newspapers have an advantage over the dailies in that their writers and contributors are all experts. They ought to, and generally do, know more about the subject than the majority of their readers. Their only consideration is what is true and right and not what is popular.

There are three classes of financial papers. The purely technical, published in the interests of professional financiers. The speculative, for the men who follow the daily ups and downs of the stock exchanges: the daily papers are in this class. The investment, the class to which the *FINANCIAL POST* belongs—for men and women who have surplus funds from salaries, business or other sources to put into safe permanent investment. Everything that affects the country and its business directly or indirectly, in the immediate or far distant future, is live news to them. For a great deal of the work done by the *Financial Post*, there is not space in its columns.

There are few days when one or many verbal or mail inquiries are not received from investors, from all parts of the world as well as Canada, for advice and information on Canadian investments. They come from heads of big corporations, wishing to know the latest information on the general business situation, down to men and women with a few thousands to invest.—*Financial Post*.

WOOD PULP IS 50 YEARS OLD

It is a coincidence worth recording that March 5, the day on which the Federal Trade Commission announced that it would accept the proposal of the newsprint manufacturers to fix a price of \$2.50 a hundred pounds for woodpulp paper in carload lots, was also the fiftieth anniversary of the making of the first wood-pulp for paper in this country.

March 5, 1867, Alberto Pagenstecher produced the first wood-pulp in a mill which he built up in the Berkshire hills in Western Massachusetts. All that is left of that mill to-day is a pile of stone

that is pointed out to the motorist on the road between Stockbridge and Lenox. The site of the mill was called Curtisville and is now Interlaken.

When Pagenstecher proved that paper-pulp could be made from wood his troubles only began, for he could not find a papermill to use it—they would not use "shoddy material," as they termed it. Such probity may exist among paper-makers of to-day, possibly. Wellington Smith, who owned a papermill on the same stream, pacified his conscience to at least try some of the "shoddy stuff" in his mill. He bought the pulp at eight cents a pound and turned it into paper, which he sold at fourteen cents, and it proved to be good paper for newspaper purposes. It would take the printing ink and absorb it beautifully.

When the news got out that a new fibre had been discovered with which to make paper, Wellington Smith could not supply the demand, so new mills sprang into existence. The Pagenstechers found their pulp-mills too small, so they moved over to New York, establishing mills at Luzerne and the large mill at Palmer Falls, in which Albrecht Pagenstecher still has an interest.

During these fifty years papermaking from wood-pulp has become one of the most important industries of the country. And another interesting fact about its manufacture is that it is said Gottfried Keller, in Wurtemberg, Germany, about 1845, got the idea of wood-pulp paper from the nest of a paper-wasp. He interested a machinist named Heinrich Voelter in the matter, and planned the machinery which, with little improvement, is that still used.—*Inland Printer*.

CANADA'S PAPER EXPORT

DURING the period of five years the relative values of the shipments from Canada to the United Kingdom and the United States were:—

	United Kingdom	United States of America.
1911	\$841,100	\$2,052,259
1912	609,506	2,057,610
1913	585,001	4,369,417
1914	510,818	10,566,359
1915	594,453	12,879,204

J. R. BOOTH

J. R. BOOTH, the 93 year old paper maker of Ottawa, was the star character at the paper and pulp investigation at Ottawa. His knowledge of details is marvellous. He is now drawing, for the first time, in his long career as a lumberman and paper manufacturer, a salary. In making up costs of producing pulp and paper in Canada, his accountant, for the first time, decided that it was unfair to the company, that a salary should not be charged for him. He was asked what sum it should be and he replied that there was no sum at which he could be replaced. However, it was finally entered at a very modest figure.

ENGLAND'S PAPER SHORTAGE

THE news print crisis Great Britain faces is the most acute in its history. Owing to the shortage of bottoms, occasioned by U-boat operations, many conversion mills in England have ceased operations, the available ships being used for the carrying of food supplies and munitions. As there is no prospect for alleviation, a further reduction in the size of England's newspapers is believed to be inevitable. Paper that before the war could be purchased for 2 cents a pound, now brings 9 cents.

Pointed & Pointless

BY SIX-POINT BILL

CINCINNATI sells hand composition minimum at \$1.50 per hour and cylinder press work from \$1.25 for ponies up to \$2 for larger sized. But that's in Cincinnati, you'll say; wages are higher there than in Canada. If you say what I said you'll say you are mistaken, that's all. Cincinnati has one of the lowest book and job wage-scales in America, about \$21 per week. Many of the smaller cities and towns in Canada are paying around that figure, and some of them more. Toronto, Montreal and Ottawa are paying \$24; Hamilton \$24.50. The question then comes back, how many are selling the labor cost at \$1.50 per hour for composition. And Cincinnati is a poorly organized town as to both employer and employee.

* * *

Paper, that's what we talk about now—that and conscription. If what we read is true, that is if you or I can swallow it without reaching for the salt-shaker, the newsprint situation in Canada should brighten up for the publisher and in inverse ratio for the paper manufacturer. The news is—published away from home, of course—that the Canadian Government will allow but 80 per cent. of the total newsprint production to be exported. This will leave 20 per cent. for Canadian consumption. Officially we are told that Canadian publications use but 11 per cent. of the output of the home newsprint mills. This leaves 9 per cent. to the good. Now, what, I would like to know, is going to happen to the 9 per cent? Will the auction sale bill, the cheap yellow-covered almanac, the pad and school scribbler, and many other small jobs pay the loss? And, if not, will the banks advance loans on that 9 per cent. in the makers' hands? Of course, you'll say that the exported 80 per cent. will carry the 9 per cent. burden. But the 80 per cent. goes to the United States, and Uncle Sam says newsprint is to be sold at 2½¢, and the Canadian authorities say the same and there you are.

* * *

To a bystander, the recent meeting of the Canadian Press Association was really funny. Something happened. The trade and class section during the past year were alleged to have done something, and so far as the general meeting was concerned the allegator must have been in the mud pond. At any rate, he never appeared. The chairman of the trade and class section said "we are charged," and the "prop." of the *Toronto Telegram* said "my opinion is," and so on. Hang a man, or put the hatchet into his business, on such palaver! Why, there was no charge neither audible or otherwise; nor was it visible in what should be "officers reports" for the year. So far as the general meeting was concerned, there really was nothing to talk about, although three hours' valuable time was consumed. I was told that deputations visited the weekly section—two with the allegation, and the other upon request of the weekly publishers. Now, these are the fellows that are supposed to hand out the correct dope to governments of the day—to voice public opinion as it were.

* * *

I have never seen a book nor anything else with the rules of order governing a press association meeting. I suppose, like Topsy, they just grew. When the chairman of the class section was putting up his defence and was putting in exhibits to prove whatever the charge was was not founded on fact—the only evidence, by the way, that is admit-



A. E. CALNAN

Editor and manager and principal owner of the *Picton Gazette*. Mr. Calnan is secretary and treasurer of the local Canadian Patriotic Fund, a member of the Collegiate Institute Board, and secretary of the Picton Conservative Association, and is prominently identified with local Methodist Church activities. Mr. Calnan proved his quality at the recent annual meeting of the C.P.A. by moving the resolution that brought peace between the Daily and Trade and Class Sections in their war. Before taking up newspaper work Mr. Calnan was a farmer, and a Farmers' Institute worker in connection with the Department of Agriculture of Ontario.

ted in British courts—a member who was opposed to that proof, got up and asked for a "closure," a limit of 45 minutes, he suggested. The logical part of that suggestion would be to change from a court, to a say parliament, or debating body. And if a court, which it should have been when men are "charged," block the evidence from the jury—the men who were to judge between "the charge" and "my opinion." The meeting at this time somewhat resembled a farce comedy that the late lamented Gus Hill put on the boards known as "Kelly's Flats," on one side of which a husky Irish woman ran a laundry, and on the other side a German sausage maker, and between the two was located a photograph gallery on the flat below. The Irish woman was mighty handy with the flat iron, and the sausage maker was just as competent with a meat cleaver, and when these two ceased diplomatic relations, the glass in the photograph gallery was a little worse for the wear and tear.

* * *

To settle the C. P. A. destruction proposal, some sensible fellow moved that the matter lay over for some period. There were various suggestions as to when the period would cease—or begin over again. Finally the suggestion was endorsed, and everybody except three voted in the affirmative. Then 13 amendments, submitted by the Board of Directors, went through on Twentieth Century limited time. And some one will wake up next year, and find something adopted in these 13 amendments that he will not agree with.

The mathematics—or financial end of the discussion—were put in a very few words by Mr. Davies of the *Thamesville Herald*. And they were these: With the increase in rates, and the "my opinion" or trade and class section eliminated from the Canadian Press Association, and this elimination would still further add to the fee of membership, how many of the weekly publishers could afford, to remain members of the association. And if a number of this section should drop out, what power would the press association have when it presents its side of the case to the authorities. The back-bench or front-bench member of parliament might ask embarrassing questions as to how the publisher in his home town or riding was treated.

* * *

Editor Dafoe of the *Winnipeg Free Press* treated the scribes to a real old-fashioned talk on newspapers. There was a time when most of the newspapers in Canada could measure up to the high ideals presented by Mr. Dafoe. But these were the days when editors didn't wear wish bones under the neck-tie. Nor had so-called organized industry got control of newspapers. I do not want to become personal or in anyway offend the younger generation of newspaper men. But there were one or two of the old-timers present who could, and have, measured up to the high ideals of the *Winnipeg* editor. I take it, for I read the *Free Press* whenever I have the opportunity, for I know I'll get something worth while, that Mr. Dafoe is the editor, and not some one else.

* * *

"Yes, he was a farmer." Common sense strongly shone from his penetrating and kindly dark eyes. He called to talk over a print-shop problem, for he is now a publisher. Most farmers talk over their problems with one another. A few do not. You can tell where they exist. The gate is generally hanging by one hinge, the peaceful bovine chews her cud alongside of a ramshackle fence, the house looks, too, as if it were far from the haunts of men. The other kind who talk of their problems generally have attractive, painted fences, gates, barns, silos, and a place called home. To me he was a perfect stranger. We talked the problem, and it is a problem these days, labor-cost. I enquired after an old friend of mine, Billy Steet of the *Times*, and the good paper that he produced. Thoughts came, as they always do when one converses with an intelligent man of broad views—a real man—and one thought was the farm has lost a man and the fourth estate is the gainer. In the press association the other day, when reason seemed to have given way to bickering and passion, when things were threatened with their destruction, this farmer—this man who talked to me of his problems—counselled conciliation, and his motion, seconded by Rev. Dr. Fraser, prevailed. The farmer-journalist—A. E. Calnan of the *Picton*, Prince Edward County, Ontario, *Gazette*. "Blessed is the peacemaker," this latter from the Sermon on the Mount.

Within the past 12 months more modern machinery has been installed in Toronto print shops than in any similar period in the history of the printing business. What is true of Toronto is true of other Canadian cities.

Manton Bros., Toronto, are giving serious consideration to a further enlargement of plant. The progress of this firm is wonderful. The idea is to manufacture or sell everything for the press room.

Book Reviews

CONFEDERATION AND ITS LEADERS

By M. O. Hammond. Published by McClelland, Goodchild & Stewart, Toronto. 334 pages. \$2.50. Illustrated with many portraits.

This volume is well described as being a Canadian Book for Every Canadian. It comes at an opportune moment—when both Canada and a wider world are looking backward 50 years and more to pre-Confederation days. Mr. Hammond's book is mainly a study of persons—the men who figured prominently in bringing about Confederation. These studies of men are grouped according to the province to which the leaders belonged—Upper Canada, Lower Canada, New Brunswick, Nova Scotia and Prince Edward Island. The men studied at close range are Sir John A. Macdonald, George Brown, Sir Oliver Mowat, William McDougall, John Sandfield Macdonald, Sir George E. Cartier, Sir Alexander T. Galt, Thomas D'Arcy McGee, Sir Antoine A. Dorion, Christopher Dunkin, Sir Samuel Leonard Tilley, Peter Mitchell, Sir Albert J. Smith, Sir Charles Tupper, Joseph Howe, William Annand, David Laird. A closing chapter is entitled, Rounding Out Confederation. A Bibliography and an Index are commendable features of the book's content. An introductory chapter, Before Confederation, gives one a swift panoramic view of the Canadian situation before the birth of the Dominion. Excellent full page portraits of the leaders add greatly to the interest of the volume.

Mr. Hammond, who is city editor of the *Toronto Globe*, writes with the ease of the trained journalist, and brings to his writing the qualities of his own mind and heart. The studies of men are not colored by prejudices. They are dispassionate, yet warm and human. Kindliness and appreciation are characteristics of Mr. Hammond's studies, yet he does not hesitate to speak plainly when criticism or strictures call for utterance. One gets clearly etched portraits of these leaders of a past day.

It is apparent all the way through that Mr. Hammond has read widely and discriminatingly, that he has absorbed the spirit of the times. Better still, he sees history proportionately—in right perspective. Also, his studies of the leaders of Confederation incorporate a wealth of illuminating side-history, most happily interwoven into the fabric of the biographies. Not elsewhere does one find in one pair of covers so full and satisfying a presentation of material as it relates to individuals.

One feels that Mr. Hammond's book will always live and prove a useful volume—not for its fresh material or viewpoints, because it professes to provide neither, but for its special service, which has been to show the development of the Confederation idea as it relates to persons and leaders.

It is a most human book which Mr. Hammond has provided, most readable, and interesting as fiction. We needed a book of this sort, and those to come after us will find this volume a favorite one from which to acquire both a knowledge and a sense of the making of our Dominion.

PRINTER AND PUBLISHER recommends to all its readers that Confederation and its Leaders, written by a newspaper man, with a newspaper man's sense of values and his readable style, should be purchased as an essential volume in their library of working material.

A ROUND THE WORLD CRUISE

By Frank Carrel, publisher of the *Quebec Daily Telegraph*. The *Telegraph Printing Co.*, Quebec. 440 pp. Profusely illustrated.

Frank Carrel is ever a man of energy and action. His life is lived intensely. Easy chairs are not his lure. He is broad-minded, which means that his life is not being lived selfishly or narrowly. He is a citizen—a man bearing seekingly the full burden which fine citizenship imposes. Also, Mr. Carrel is a man of culture—this by reading, study and travel.

Understanding all this, one can understand Mr. Carrel's book, recently published, *A Round the World Cruise*. This book is the well-written record of a cruise taken by Mr. Carrel, with land journeys added. The world tour began at Quebec, by rail to San Francisco. Then Honolulu was visited; then Japan. From Japan, China was visited. Manila, Java, Rangoon, Burmah, India and Egypt were visited.



FRANK CARREL.

Publisher of the *Quebec Telegraph*, and author of *A Round the World Cruise* which is reviewed on this page.

Mr. Carrel in his book shows himself to be an ideal tourist. His mind was alert, inquisitive, observant. It has that hungering quality that demands ample information, that is not satisfied with superficial knowledge or by the intakings of mere eyesight. And the result has been a book extremely rich in informing material and the records of intelligent, wide-eyed and penetrating observation.

This volume by Mr. Carrel was a labor of love. In it he sets down minutely the sights, impressions and gleanings of his journeying. He has recorded history and incident agreeably, and made his book a really valuable contribution to the library of travel. Those planning to visit the same cities, lands and scenes as did Mr. Carrel will find in the author's book the material necessary for their more complete appreciation and enjoyment of what they will see.

Mr. Carrel writes easily—his is the pen of a ready writer. There is no attempt to do fine writing. The style is narrative. Yet this book is well written, and never collapses. Japan, Java and India are dealt with at length.

Mr. Carrel has made his book a more vivid and revealing volume by the incorporation of many excellent photographic illustrations, well engraved and printed. Incidentally it is to be remarked that the volume as a piece of book-making is well produced, and provides indubitable evidence of the resourcefulness and ability of the *Quebec Telegraph Printing Company* to execute the best class of work, even to the making of a finished book—binding and all.

THE STREET OF INK

By H. Simonis, Cassell & Co., London and Toronto, 372 pages. Eighty portraits and other illustrations.

The *Street of Ink* is Fleet St., London, and the world's great home of newspapers and home of great newspapers. A sub-title of the book is *An Intimate History of Journalism—in Great Britain*.

The author is a child of Fleet Street and serves on the *Daily News and Leader* as a director. His connection and intimate rela-

tions with publishing, publishers, editors, journalists, advertising men, printers and all the fraternity of newspaperdom have enabled Mr. Simonis to produce a most readable and delightful book. Every page carries the names of men. Much "inside" history of Fleet Street and provincial journalism is given.

RETAIL STORE MANAGEMENT

By Paul H. Nystrom, Ph.D., Merchandising Expert, U.S. Rubber Co. Published by LaSalle Extension University, Chicago, 242 pp.

The amount of attention that is now being devoted to the efficiency of retailing is remarkable. The work of the Harvard Graduate School of Business Administration is already well known. Recently the Federal Trade Commission has taken a hand in showing merchants how to figure costs. The National Wholesale Grocers' Association has employed its own educational director for this work. Innumerable private efforts are being made along the same line.

This gives special interest to a book just published by the LaSalle Extension University on *Retail Store Management*, by Paul H. Nystrom, which summarizes in an organized, practical way the known principles of successful retail store management.

Dr. Nystrom approaches his task as a practical retail store man, as an economic investigator, and as a teacher. He possesses unusually keen powers for grasping the essentials in a situation. He was formerly Assistant Professor of Political Economy, University of Wisconsin. In that position he organized retail courses for extension work and went to many of the important cities of the state as an expert merchandising counsel. He then went to the University of Minnesota as Associate Professor of Economics, in charge of the courses in retail merchandising. He has taught store classes in a number of cities, conducted courses for merchants, and lectured before merchants' associations. He has spent much time in investigation and study at various stores throughout the country and is now serving as a merchandising expert to the United States Rubber Company.

Retail Store Management is a well-rounded discussion of the whole subject of practical retailing. It treats in succession of the development of retailing science; accounting; sales; the receiving department; location; buying a business; store organization; purchasing; prices; policies; employing help; wages; education for salespeople; welfare work; democracy in the store.

Under these general heads a multitude of interesting topics are introduced, such as the relative advantages of different streets and different parts of the same street; the buying power of the people; the nature of goodwill; organization charts; handling novelties; job lots; perpetual inventories; unpacking and storing goods; chemical tests; the mathematics of pricing; "the customer is always right"; employees obtained through the schools; the right man in the right place; quota and bonus; apprenticeship and class instruction; psychology of selling; efficiency records; the interests of the employee.

The interest of newspaper publishers in this book is indirect, yet can be real. Newspaper publishers have to rely on retailers for the greater part of their advertising; and so publishers should make themselves very familiar with the problems and work of retailers—especially solicitors of newspapers. If those soliciting retail advertising can talk to retailers intelligently—and helpfully—it is certain that they can get more advertising from them.

From this point of view a copy of Dr. Nystrom's book would be a valuable addition to a publisher's library—for frequent consultations by the advertising manager and his soliciting staff. Service is the key to pocket-books and favor, and when publishers serve retailers in helpful, profit-making ways, they can surely rely on getting well paid—this in the form of advertising contracts. The money which this book costs is a bagatelle in comparison with its worth to a good solicitor.

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THE EDITORIAL PAGES

A DAILY newspaper published in Ontario had as its second main article on its editorial page a patent medicine advertisement, set as reading matter, without "Advt." at the end, and headed "Be Clean Internally." In the fourth line one comes across the words "lower intestine."

Newspapers, whether daily or weekly, which treat their own columns with such contempt can have no disappointments when other treat them with contempt—space-buyers, for example.

Publishers and business and advertising managers who want to make their papers strong and prosperous should take the shoddy out of them. They can't fool the public or the space-buyer. Men with sufficient intelligence to publish a daily newspaper in Ontario should have enough wit to see their own folly when they prostitute their editorial page with dirty patent medicine copy; and publishers who sell their newspapers to patent medicine men for \$20 or so a year—well, what is to be said of them?

INDUSTRIAL RESEARCH

THE Canadian Manufacturers' Association are taking up industrial research, and with commendable enterprise are subscribing a large amount of money for laboratory work. The Toronto Printers' Section is doing its share.

If there is one line of endeavor that will benefit from laboratory work, it is that of the printing industry. Subject as it is to atmospheric conditions, and the

lack of any real scientific knowledge pertaining thereto, thousands of dollars are wasted year after year. It is well known that Germany led the world in industrial research, and it is also known that she sold the by-products and kept the explosives for "der Tag." Now that the war has placed the world in a quandary for much of its raw material, and printing perhaps more than any other endeavor, the Manufacturers' Association are entitled and deserving of all praise.

The country will benefit immensely—more employment for labor, more freight for railroads and channels of navigation, more revenue for the Government, more wealth for everyone. Then why should not the people through the Government spend a million or two every year for such a purpose?

CONSCRIPTION

THE propagandists of Conscription should have conducted a preparatory publicity campaign in the public press—this before bringing the matter forward as a deliberate legislative policy.

Too much reliance is placed on what appears in editorial and news columns. These columns do not take the place of the advertising columns, nor does editorial opinion take the place of signed displayed advertisements.

If the people of Quebec were to buy space in the public press of Ontario and the Western Provinces, and of the Maritime Provinces; if they were to publish in this space their reasoned, coherent views and define therein their position, then they would make themselves much better understood than they are to-day, and might win sympathy and support for themselves. Such a policy would be far better than leaving to the public press—to the editorial and news columns—of provinces other than Quebec, a definition and interpretation of the attitude and views of French Canada. And similarly if the idea, principle, purpose and necessity of Conscription were proclaimed, by authorized and acknowledged advertisements in the newspapers of Quebec Province, it is certain that such advertising, if of the right kind, would do much to make Conscription better understood and consented to.

Time still remains for the use of publicity. Will this mercifully-granted time be wisely used?

THE POWER OF MASSED ACTION

NEW ideas and new actions require time for their development into fruitage.

Much advertising timely right now is far from being in sight because of non-work of an educational and persuasive character by publishers who would benefit if the advertising idea were fully developed, to the point of use of space in the public press. Thus, many country weeklies are complaining bitterly that their local merchants fail to support the local newspaper. But has the complaining publisher done much in the way of educational work to give the local merchant new views and a new esteem of advertising?

Many publishers in Canada have been complaining for the past three years that the American people have been blind to the favorable conditions and opportunities in Canada for American enterprise. But have Canadian publishers done much

to correct a state of mind adverse to their fortunes?

The publishers of magazines and farm papers have decided to carry on propagandas to sell space-buyers their mediums, but their decision to do so has been a slow growth—proving afresh that time must be allowed to do its work.

On publishers, collectively and individually, rests the burden of selling their wares; and only when they consent to the truth of the inevitability of this burden, and yield themselves to its implications and obligations,—this in the form of deliberate, organized, purposeful selling and educational work—can they hope for the birth of the advertising they greatly desire.

PUBLISHER'S COSTLY NEGLECT

THE Street Railway strike in Toronto was not preceded by paid-for and signed publicity by either the Toronto Street Railway or the men. Which goes to show that in Toronto, if not in all Canada, we have not yet learned the tremendous force of displayed advertising as a maker and shaper of public opinion. In many American cities, in a similar situation, the local newspapers would have been freely used to convey to the general public the views of both sides.

The burden of education in matters pertaining to advertising rests definitely and permanently on publishers. If they neglect to teach men and firms, corporations and municipalities, to advertise, they are the losers.

In Canada, with all our achievements, our publishers are doing very little, in an organized and strong way, to develop new advertising and advertisers. Individually, publishers may be doing very good work, but when it comes to collective work, the publishers are unorganized, and have no policy.

The development of new advertisers is an educational work. It involves the changing of men's views. It is a slow work, calling for diligence and patience.

The failure to carry on an organized, broad-gauged propaganda work for the development of new advertising and advertisers is costing the publishers heavy sums of money. That is, they are paying the price of educational work without any such work being done. It would be sheer economy to get something for one's money.

Many publishers may consent to the general idea that educational work should be done, but are they willing to contribute their due portion of a fund to carry on educational work? Or will their attitude be, "Let George do it." Or will they begin to quarrel with the particular method proposed?

Collective advertising is extremely difficult to develop, largely because of the readiness of some should-be contributors to the necessary fund to hide behind some one else, and so evade their admitted obligation.

The life insurance companies of Canada, for example, for several years past, have been talking about a general campaign in the public press for life insurance. Every time the proposal reaches an advanced stage—the stage for decision, the jealousies and suspicions of small companies defeat the objects of the propagandists of the idea of a co-operative campaign. This instance is provided

to show the difficulty of co-ordinating competitive interests; and to give publishers a glimpse of themselves, for they, too, have side-stepped and reverted to smallness and extreme selfishness when they have been urged to join in a joint endeavor to carry on advertising campaigns for the development of new advertising and advertisers.

As a concrete illustration of the statement that the publishers of Canada are paying the cost of their neglect to educate advertisers is the case of Neilson's, chocolate manufacturers, Toronto, who are spending \$60,000 this year on billboard advertising. This is a very big appropriation for Canada, the equivalent of a \$750,000 appropriation in the United States. When Neilson's were teeter-tottering on the question—Newspapers or Billboards?—they put the matter up to local dealers. Several hundreds sent back replies—and it was a 50-50 vote. Because the poster-man's contact with Neilson's was closer than that of publishers,

the newspapers lost \$60,000 worth of advertising.

Almost every poster victory is an accusation of publishers, and a proof that they have lost just so much money. The poster and street car men rejoice over and profit by the neglect of publishers to be active in a collective way to educate and develop new advertising and advertisers.

Of course, the co-ordination of publishers for the purposes of carrying on an organized and long-maintained educational campaign is one man's business, and who is this man? Some have attempted to be this man, but their efforts to unify publishers have not been brilliantly successful—chiefly due to the refusal of certain depended-on publishers to contribute money.

PRINTER AND PUBLISHER has frequently stressed this idea, and will probably continue to do so, since the implanting of an idea is a necessary first step towards an objective.

defray war expenses, and for other purposes." One of the methods decided upon by which to raise the sinews of war in the country of Uncle Sam was to add enormous increases to the cost of newspaper postage, and Hon. Mr. Young was debating this phase of the war measures planned by the United States Government. It has since been amply demonstrated that the imposition of the proposed postal rates would be likely to force many United States newspapers into liquidation, if not insolvency and the scrap heap.

Here is the portion of Hon. Mr. Young's speech which should carry a lesson in economics to every newspaper publisher in Canada as well as to those United States publishers whose newspapers were the subject of the congressman's significant and singularly appropriate remarks. (The quotation is from the *Congressional Record*, the Hansard of the House of Representatives):—

Mr. Young of North Dakota. Mr. Chairman, I desire to discuss briefly the proposed changes in second-class postal rates. It is true the amount paid by the publishers of newspapers direct to the Government, if considered by itself, may appear insufficient, but if what the publishers do for the public free of charge is taken into account I believe it will be found that they pay their full share of the cost of the handling of the mails.

Sound and efficient government must rest upon an intelligent, educated public opinion. For that reason it is highly desirable that the citizens of the country should be well informed upon all public questions and all details of government. In this field the newspapers give space worth many millions. Almost every public official, from the President of the United States down to a forest ranger, secures valuable publicity. The President's addresses are sent in advance of delivery to newspapers in all portions of the country, "released for publication" upon the date of delivery. Thousands upon thousands of newspapers print these speeches.

Then, the Cabinet officers send out immense quantities of publicity matter, telling of the activities of their respective departments. And they are quite imperious about it, subordinate officers in some of the bureaux sending out items with directions like this:

"Released for use by papers on—, 1917, or thereafter. Publications disregarding the release date will be stricken from the mailing list."

And so it goes through the entire category of officeholders, the editors giving the needed publicity to governmental activities. The Postmaster-General himself, who discusses this subject in one of his annual reports now before me, gets for the Government advertising of immense value, covering one of the greatest business enterprises in the world—the Post Office Department.

Then the newspapers give to the public without charge a very large amount of valuable advertising space in support of State, county, city, charitable, religious, and other activities, which, if taken into account, would run into very large sums of money. And this is the class of citizens upon whom the catalogue-house men would descend with the idea of wringing from them rates sufficiently increased to enable the Government to give them a reduced rate upon first-class mail matter.

It is a well-established principle among large business concerns that certain lines must be handled at little or no profit. In the conduct of the great Post Office Department thoughtful people can not fail to realize the wisdom of encouraging the circulation of mediums of publicity. There is no telling to what extent letters are written carrying first-class postage about mat-

Letters to the Editor

LOCAL RETAIL ADVERTISING

ON PAGE 21 of your June number, you mention the Fort Frances *Times* and other local weekly papers. I have written the Editor of the *Times* for a copy of the number referred to and shall be glad to be put in the way of getting copies of other papers in which this subject is dealt with. It is surprising the methods that are being adopted for patriotic (?) reasons, to avoid paying printers and publishers, at least such is our experience.

Ralph E. White,
Summerland, B.C., Manager, The Review

Editor's Note: The item referred to had to do with the failure of local firms to support their local newspaper. Any publisher who has opinions on this matter should communicate with Mr. White, and perhaps something can be evolved in the way of a practical solution of a perplexing problem.

SASKATOON EDITORS

MY ATTENTION has been called to several misleading paragraphs in your June issue. I have no idea who your Saskatchewan correspondent may be, but he is badly informed concerning newspaper affairs in this province, to say the least.

On page 41 of your issue you state that I have joined the Saskatoon *Star* as telegraph editor. I have been news editor of the Regina *Post* for the past few months, and have merely exchanged positions with James Cruikshanks, news editor of the *Star*. Both papers are the property of W. F. Herman, who is managing editor of both papers. W. L. McTavish is editor of each paper, with headquarters at Saskatoon.

Your information that Mr. Cruikshanks is editor of the *Post* is wrong, nor was he editor of the *Star*.

It would appear that some person with an axe to grind has been giving you wrong information. It doesn't matter much, of course, except that it is not correct.

George Collingwood,
News Editor, The Star.

Saskatoon, June 17.

PRINTER AND PUBLISHER regrets its inaccuracy of statement. The item in the June issue referred to was taken from an American exchange, and was not supplied to PRINTER AND PUBLISHER by any Saskatchewan correspondent. To Mr. Collingwood and others named PRINTER AND PUBLISHER offers its sincere apologies.

BITING THE HAND THAT FEEDS IT

IT HAS fallen to the lot of the Hon. George M. Young, a North Dakota member of the United States House of Representatives, to bring to the attention of the people of the American Republic a few pertinent facts concerning the service rendered by the newspapers of that nation to various praiseworthy national causes, without charge to the public, and at the entire expense of the publishers.

Hon. Mr. Young is not a newspaper owner or publisher, to the best of our knowledge. Neither is he a native of the United States. The circumstance that he was born in Ontario, in Huron County, about forty-five years ago, might be expected to add force among the newspaper fraternity in Canada to his argument in a debate in Congress on May 15 last. The Hon. Mr. Young's newspaper message might also everywhere be consistently preserved and maintained indefinitely as a classic for the guidance of the weaker-kneed newspaper printers who cannot get away from the idea that Providence designed them to be philanthropists, with the view that they should exist solely to spend their lives in making free gifts of the products of their newspaper factories to those fortunate people who can afford to pay for all of the things most required in life and many of the things not required, but who squeal lustily when it is suggested that they contribute to the cost of publicity, without which their investments would go begging for dividends.

On May 15 the House of Representatives was in "committee of the whole on the state of the union," and had under consideration the bill (technically designated H. R. 4280) "to provide revenue to

ters advertised in newspapers, big and small. They stimulate all kinds of business. Advertising is the backbone of the Postal Department; cripple it, and its sources of revenue from the sale of first-class postage will be tremendously reduced. The prudent business man will not thoughtlessly cause a radical reduction in his chief source of income. The proposed change in second-class rates displays a lack of statesmanship.

The value of publicity to the departments of the Government is little appreciated by those who have not stopped to think about it. Almost every government activity requires publicity. The President of the United States appreciates this, if some other officials forget it. In a recent address he used these words:

"I beg that all editors and publishers everywhere will give as prominent publication and as wide circulation as possible to this appeal."

What is worth asking for is worth paying for.

Mr. Chairman, when I listened to the interesting and entertaining address a few days ago of the gentleman from Illinois (Mr. Rainey), in which he devoted considerable time to the newspaper published by the gentleman who has just been speaking (Mr. Johnson of Washington), I thought that he would probably have something to say about his own paper to-day. But he has been very modest. I sent over to the Library of Congress for the paper published by Representative Johnson, because I was interested to look it over after hearing the gentleman from Illinois (Mr. Rainey).

I find, after looking it over, that if the United States Government had paid to the publishers of the Hoquiam Daily Washingtonian a fair price for all the advertising given to this Government they could afford to send this paper out by first-class postage. (Applause).

Now, here is a list that I have prepared of the different items that appeared in one issue of that paper that seemed to me to be of great value to this Government. There is a Red Cross item of 33 lines. Newspapers in North Dakota of the character of this paper would charge more than 10 cents a line for reading matter, but we will figure it at 10 cents a line. That would make \$3.30. There is an article on crop stimulation, very important at this particular time, 247 lines. That would be \$24.70. There is an announcement there of 54 lines made by a United States representative, the county agent. That would be worth \$5.40. Then there is another Red Cross item of 4 lines. Then the county agent makes a very complimentary statement with respect to the activity in gardens in that locality. That would make \$2.70. Then there is another Red Cross item of 4 lines, 40 cents. There is a statement, prepared by the United States Department of Agriculture—a very important statement—with respect to food conservation, and this particular statement was given a place in the editorial columns of this paper, 60 lines. That would be \$6. These items total up to \$52.10.

Now, there are a number of other articles in this paper that I think ought to be paid for, too, although they are a little more general in character. I have not, however, itemized them. There is an article on "Lack of engines hampering shipbuilding"; another one on "Government wooden shipyards"; another one, "Army to France at once." There is another one headed, "Balfour says must help to win."

I want to say, too, that this list I have given you does not have anything to do with the matters that help out the State, the city, and the county governments, and the fraternities and churches and cards of thanks. Not a single one of those items has been included.

Mr. Miller of Minnesota.—I assume that the gentleman did not select that particular edition that had a particularly large amount of free material of this class. It was just an ordinary edition?

Mr. Young of North Dakota.—Yes. My

secretary simply sent over to the Library of Congress and asked to have an issue of this paper sent across. I presume it is an ordinary sample. I want to say it is an excellent paper. (Applause).

E. B. MACKAY,
President and Manager,
Daily News-Chronicle
Port Arthur, June 15.



? ? ? ?

Who is this man? *Printer and Publisher* fails to identify a photograph sent for its use. Who will provide the missing name?

WILLIAM IRELAND

BROKEN in health, after fifty years in a print-shop, Wm. Ireland, of the Parry Sound *North Star*, is laying down the editorial pen. In his "*au revoir*" to his readers Mr. Ireland says, in part: "Thirty-three years in the saddle—four years, like Matthew of old, sitting

at the receipt of Customs. This in brief is the record of my life in Parry Sound. Thirty-three years as Editor of the *North Star*, and four years as Collector of Customs. In those thirty-seven years I have seen Parry Sound grow from a lumber hamlet of some eight hundred souls to a bustling, active town of about seven thousand. It cannot be egotistical on my part to say that I and the *North Star* have had some part in the bringing about of these changes, and it is not our fault that more has not been accomplished. This week I lay down the editorial pen, get out of the chair and retire for a time at least into private life. Once before, in 1908, I gave up the management of the *North Star* and sought seclusion in what should have been the safe retreat of a Government office, but fate, and the political axeman, declared otherwise, so in December of 1912, I was once more called to the editorial chair, and once again fate and poor health have decreed that I should leave it. To say that I leave it with pleasure would be an untruth, which is not my habit, and it is with mixed feelings I now say good bye to the readers who have borne with me for so many years. It is perhaps fitting that I should retire this year, which completes fifty years in a print-shop, enough for most people and a much longer time than some have the privilege of serving."

Mr. Ireland's successor, Peter Johnson, is a nephew of Peter McArthur, the widely-known farmer-journalist, and Mr. Johnson himself is both writer and farmer.

WHILE business men in the States are somewhat panicky over the war situation and for this reason are not showing a disposition to extend their advertising appropriations, nevertheless everyone seems most anxious to discuss conditions in Canada and is ready to admit that we have paved the way for them in this crisis, and particularly as it affects business. E. G. Smith, Manager of the *Quebec Telegraph*, who has just returned from a trip in the New York territory was successful in closing some new accounts, and renewal contracts were obtained without difficulty.

When personal visits are possible everything is good; but **PRINTER AND PUBLISHER** believes and urges that Canadian publishers, individually and collectively, should send to American space-buyers much information about the Canadian field and opportunity—this as a basis for successful canvassing.



Home of the Times Printing Company, Hamilton. This illustration should replace the one appearing on page 24, which is of the premises of *The Columbian*, New Westminster. **PRINTER AND PUBLISHER** regrets the error made on page 24.

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

A careful estimate is that 20 British Columbia weeklies have ceased publication since the outbreak of war.

Frank Newnham, for several years connected with the Fernie District Ledger, and later editor of the Fernie Mail, has enlisted.

Robb Sutherland of the Nelson News was a Calgary and Toronto visitor last month for meetings of the W. A. P. and Canadian Press, Limited.

F. E. Gigot, editor of the Revelstoke Mail-Herald, which ceased publication in May, has enlisted for overseas service with a coast forestry unit.

R. T. Lowery, the dean of B. C. weekly journalist, is again at his desk in the Greenwood Ledger office, after spending the winter in California and Mexico.

With the recent demise of the Revelstoke Mail-Herald only three towns in all the B. C. interior can now boast claim two papers. These towns are Grand Forks, Kelowna and Kamloops.

Two new editors are making their bow to East Kootenay journalism this month. They are M. A. Beale, who is now in editorial charge of the Cranbrook Herald, and J. H. Mohr, who succeeds W. C. Fraser on the Golden Star.

The corner stone of the new office of the Penticton Herald was laid by Reeve McKenzie of the town on June 11th. The Herald's new home is 60 by 43 feet and is specially laid out for a printing plant worthy of the town and the Herald's owner, Mr. R. J. McDougall.

Griffith Hughes, the new proprietor of the Victoria Daily Times, has patriotically offered the government the use for the next five years of his fine estate at Cobble Hill. In accepting this farm the government announces that upon it returned soldiers will be assisted on the way of helping themselves.

Alex. T. Stewart, who for the past year has been a member of the editorial staff of the Victoria Colonist, has gone to Camp Borden, where he will enter the service of the Royal Flying Corps as a cadet. Mr. Stewart is the only son of A. S. Stewart, a former mayor of Victoria, and Finance Minister for British Columbia.

Lieut. Harry N. Stephenson, who left Victoria with the 143rd Battalion has transferred to the 2nd Canadian Mounted Rifles. He is well known in Prairie newspaper circles, having been on the editorial staff of the Edmonton Journal for six months and was for four years with the Winnipeg Free Press.

To encourage prompt subscription payments the Kaslo Kootenian for the past few months has been offering monthly prizes of \$10, \$5 and five \$2 prizes to the first delinquents to liquidate before a certain date each month. In May R. F. Green, M.P.P. for Kootenay captured the \$10 which he ordered turned over to Kaslo Red Cross Society when notified of his good fortune.

The recently formed Advertising Club of Vancouver held its first annual general meeting last month and completed its organization. There was a representative attendance present of the majority of the advertising men of the city, and much enthusiasm was shown in regard to the future of the club. Officers for the ensuing year were elected and installed as follows: President, Frank Parsons (Wood, Vallance & Leggett); vice-presidents, Walter Carson (Henry Birks & Sons) and S. Toombs (B.C. Telephone Co.); secretary, Frank Harris (Crawford-Harris Agency); treasurer, Stewart Read, Vancouver Sun. A membership campaign was also instituted. It was also decided to offer a prize for competition, open to all, for the best design for a club emblem. The meetings of the club will be held bi-monthly.

ALBERTA

The Edmonton Bulletin announces a circulation, A. B. C. audited, of 19,000 copies. This shows good growth.

W. M. Davidson, proprietor of the Calgary Albertan and a former Toronto newspaper

man, has been elected to the Alberta Legislature. He is a Liberal and was elected from Calgary, which is strongly Tory.

R. N. Whillans, who has until recently published the Tofield Standard at Tofield, Alberta, has moved his plant to Peace River where he and J. F. Price, formerly of Edmonton, will publish the Peace River Standard. A Company has been formed known as the Standard Press Limited, of which Mr. Whillans is President. The paper is starting off with a subscription rate of \$2.00 a year and a circulation around one thousand, which would seem to augur well for its success.

SASKATCHEWAN

Quartermaster-Sergt. James Elsworth, formerly on the staff of the Regina Leader, has been decorated for conspicuous gallantry.

F. W. G. Sergeant, manager of the Kamsack Times, is spending a day in Canora each week to assist the boys of the Tiser staff in printing and issuing the paper.

George H. Tyndall, formerly advertising manager with the Regina Morning Leader, and subsequently business manager of the Regina Daily Post, has severed his connection with The Post.

There is considerable prospect of J. D. Wallace's, President of the Saskatoon Typographical Union, being elected to the City Council by acclamation to take the place of Ald. Potter who resigned. Both the daily papers of the city have come out with the suggestion that he be given the seat by acclamation in view of the close run he made at the previous two elections.

MANITOBA

The Crystal City Courier is raising its subscription rate to \$1.50.

Fire in the building owned by the Telegram Printing Co., Winnipeg, did considerable damage on June 14. The cellar was flooded and \$2,000.00 worth of newsprint damaged. Machinery was also damaged, and it was necessary to make use of the Free Press equipment for a while.

ONTARIO

A linotype machine has been installed in the Creemore Star office.

The semi-weekly issue of Windsor Record has been discontinued.

Milton M. Alexander, of Detroit, addressed the London Ad Club last month.

Fire did damage to the premises and plant of the Preston Progress this month.

Pte. Thomas DeWolfe, a former employe of the Galt Reporter has been wounded.

Col. Ham. of the C.P.R., addressed the Brockville Advertising Club last month.

The Harrison Review has announced that its subscription price is \$1.50 in advance.

The Toronto Mail and Empire building suffered \$1,000 damage from fire last month.

Ernest Atkinson, former employe of the Windsor Record, has enlisted in the 63rd Battery.

Pte. Percival Nixon, a former linotype operator on the Toronto Star staff, has been killed in action.

Aubrey Williams, of the press room staff of the Kingston Standard, has enlisted with the Forestry Battalion.

Miss Flora Richards, accountant, Hamilton Advertising Agency, is taking her vacation on the Upper Lakes.

Captain J. C. Boylen, of the Toronto railway troops, is in the hospital suffering from a slight nervous breakdown.

C. W. Rutledge, proprietor of the Markdale Standard, was married on June 16th to Miss Emma Edwards, of Durham.

John Cronin, a member of the composing room staff of the Kingston Standard, has joined the Forestry draft.

Lieut. J. J. Walters, until enlisting night city editor of the London Advertiser, was killed at the front by a shell.

Thos W. Whalley, formerly of the Arthur Enterprise and late of the Dundas Star, has purchased the Pcmbroke Standard.

Henry F. Wilmot, Toronto, a brother-in-

law of J. G. Elliott, Past President of the Canadian Press Association is dead.

Pte. Howard Hoffman, a former member of the St. Catharines Standard staff, has given his life in defence of the Empire.

W. J. Cairns, Brockville Manager of Bell Telephone Co., was elected President of the local Advertising Club at its annual meeting.

Corporal Roy Switzer, a former member of the business staff of the Toronto Star, has been decorated with the Military Medal.

The Retail Merchants' Association of Canada is issuing a Monthly Bulletin in printed form, as a news and propagandist organ.

Lieut. James Annand, formerly of the Toronto Star Staff has been promoted to captaincy after being a lieutenant for two years.

Dr. J. A. Macdonald of the Toronto Globe made the principal address before the International Association of Rotary Clubs' convention last month at Atlanta.

Wm. C. Bell has severed his connection with Canada Permanent Loan and Mortgage Corporation to become advertising manager of Canadian Farm, Toronto.

Larmer Mason, who has for the past seven years been connected with the Belleville Intelligencer office, has gone to Brantford, where he has secured a position.

Richard Holmes, business manager of Toronto Telegram, has retired. Mr. Holmes has been associated with the Telegram since its establishment, forty-one years ago.

The editor of the Midland Free Press criticized the lady teachers of that town, and they called upon him in a body and gave him a tongue thrashing. Praise be to him who starts something.

Ten thousand dollars damages for libel, allegedly contained in the June 15 issue of the Ontario Reformer, is claimed by George D. Redmond, who has issued a writ against John Stacey, of Oshawa.

Mrs. Bridgen, wife of William H. Bridgen, superintendent of the printing department of Bridgen's Limited, Toronto, is dead. Mrs. Bridgen was formerly Miss Downes, and was a native of Norfolk, England.

Word has been received at Ottawa of the death in action of a well-known French-Canadian journalist, Paul Caron, who, at the outbreak of war, was a member of the staff of Le Devoir, the organ of Henri Bourassa.

The Toronto Daily News is accepting "booze" advertising. Some months ago, in common with other Conservative dailies, it decided to omit this class of advertising, in deference to the Ontario Government's wishes.

Harold Ketch, formerly of the Forest Free Press, now in service overseas, has been promoted to Lance-Corporal, and has been honored with a Military Medal, and has also won one gold stripe for two years good conduct.

T. Edgar Ward for the past eight years associated with the MacLean Publishing Co., art and advertising service departments, has severed his connection to assume the advertising management of the House of Hobbslin, Toronto.

C. Harrison, for many years with the Toronto branch of A. McKim, Ltd., of Montreal, has resigned to become manager of the trade papers published by The Hugh C. MacLean Company, of Toronto and Winnipeg. His headquarters will be in Toronto.

R. H. Essex, editor of the Canadian Poultry Journal, attended the conference in Guelph of representatives of the poultry clubs of Ontario, in regard to arranging a circuit of shows next winter. The meeting was called by the Provincial Department of Agriculture.

In the election in Alberta last month Mr. Fred. Davis was elected for the constituency of Gleichen. He is a son of W. R. Davis, the recently-retired publisher of the Mitchell Advocate, and received his training in public life in Mitchell. He will be in the Opposition ranks.

Lieut. William J. Davies, for several years Secretary in the Department of Provincial Police, and previously to that reporter for the Toronto Globe at the Ontario Legislature, has been invalided home from the front, where he spent seven months.

Walter Willison, for two years war correspondent of the Toronto Daily News, and latterly associate editor, has resigned that position to accept an appointment on the staff

of the new Food Controller for Canada, Hon. W. J. Hanna. Mr. Willison is a son of Sir John Willison.

Lieut. Gregory Clark has been awarded the Military Cross for gallantry in action. Lieut. Clark was a member of The Toronto *Star* reportorial staff, and is a son of one of the *Star's* editor, Joseph T. Clark. His younger brother, Lieut. Joe Clark, has been eleven months at the front.

Capt. Boylen is a well-known Toronto man, at the time of his enlistment being secretary to the late Hon. James S. Duff, Minister of Agriculture, prior to which he was a newspaper man, being formerly with the staff of the Toronto *Mail and Empire*. Later he was on the reportorial staff of the Toronto *Telegram*.

President T. P. Elliott was re-elected as head of the London Advertising Club for another year. The other officers elected following the report of the nominating committee presented by Mr. C. Frank Adams are as follows: First Vice-President, John J. Foote; Second Vice-President, C. L. Gray; Secretary, T. H. Yull.

C. T. Groh, for the past six years the Galt *Reporter's* Hespeler and Preston correspondent, has severed his connection with that paper and will in future devote all his time to his farming interests near Hespeler. Mr. Groh is succeeded by Mr. Garfield Seigner as the *Reporter's* correspondent in Hespeler and Preston.

Lieut. William Wallace, M.C., who left his desk in the Toronto *Star* editorial department to fight the Huns, has arrived in Toronto. He was gassed at Vimy Ridge on March 1, after nine months in the trenches, was invalided to England, and now to Canada. It was during the engagement in which he was subsequently gassed that he won his Military Cross.

Apropos of Bourassa's declaration that Quebec will resist conscription, the *Daily Standard* of Kingston calls upon the Government to arrest and intern Bourassa, Lavergne, and others of their like, who continue to make such seditious declarations as that of Bourassa to the effect that Quebec will resist conscription.

Thompson Crew, publisher of *The Northern Advance*, Barrie, has been made local postmaster at Barrie, succeeding the late Robert Paton. Mr. Crew has spent nearly all his life in Barrie, his father having been one of the proprietors of *The Advance* in its earliest days. Thompson Crew was associated with Alfred Wilkes on *The Gazette* for a few years before joining the late Samuel Westly on *The Advance*.

Major Charles Beresford Topp, formerly of the Toronto *Mail and Empire* staff, has been named in despatches for gallantry at the front. He first crossed as special correspondent for the *Mail and Empire* and returned to Canada to take out a commission when the British Government refused to allow correspondents to go to France. His promotion to major came recently on the field, and last October he was wounded in the neck.

The four sons of G. M. Elliott, of Goderich, offered themselves for overseas service, and three of them, William E. G. R., and Thomas R., are at present serving in units of the Canadian Expeditionary Force. The remaining brother, Chester Elliott, of Calgary, was rejected as physically unfit some time ago. Sergt. William E. Elliott and Sergt. Thomas R. Elliott were well-known newspaper men, previous to their enlistment, the former having been on the staff of the Toronto *News*, and the London *Free Press*, and the latter a member of the staff of the London *Free Press*.

The Orillia *Packet* has installed a second linotype machine. The first linotype was purchased five years ago, and has done nearly all the setting for the paper, as well as a considerable amount of jobbing. The first linotype put in was the smallest model produced, what is sometimes called the "baby." The new one is one of the largest machines built by the Mergenthaler Company, a three-decker, with an auxiliary figure magazine, capable of producing type of as many sizes, up to 24 point. With this machine it will be possible to set the advertisements for the paper as well as a great variety of job work.

To find a copy of the Toronto *Sunday World* in which was a picture of his brother,

in a captured German trench, five weeks after the date of issue, was the experience of Lieut. John A. Parke, a well-known Argonaut footballer and former member of the Broadview Y. M. C. A. In a letter dated May 15 to his mother, at 77 Huntley Street, he says he had just jumped into the trench when he saw the paper, dated April 8, and discovered his brother's picture in the illustrated section. His brother is Geo. E. Parke, a former member of the Toronto Lacrosse Club. He is also at the front with a railway construction battalion.

QUEBEC

Property valued at \$476,611 was disposed of by the will made by William Jeffrey Carrique, formerly of Oakville, President of the Canadian Street Car Advertising Company, who died at Montreal, August 15, 1916.

Le Canada has ceased its attacks on Major-General E. W. Wilson, O.C., of the Montreal Military District. The reason for this is said to be that the censor put his foot down and threatened to close up the *Canada* shop unless the attacks ceased. However, *La Liberte*, Tancrede Marcil's paper, is carrying on the campaign. One doubts if Marcil can be closed off, for nothing would please him more than to be able to pose before his fellow-citizens as a martyr, especially an anti-conscription one.

MARITIME PROVINCES

J. M. Lawson, Yarmouth *Times*, visited Halifax last month.

Mr. Hewitt, Toronto Type Foundry, was in Halifax during last month.

W. A. Monaghan, T. C. Allen & Co., Halifax, visited Prince Edward Island last month.

Mr. Havill, Printer's Supply Co., Halifax, has been visiting New Brunswick, and reports business good.

Edwin C. Young, formerly of Montreal, is now managing the Halifax *Chronicle*, *Evening Echo* and *Weekly Nova Scotian*.

The Liberal party in Charlotte County, N.B., contemplates publishing a new Liberal weekly or semi-weekly in St. Stephen.

George Glenn Ewing, formerly a member of the writing staff of the St. John *Telegraph*, died recently after a protracted illness.

J. C. Jones, Printer's Supply Co., Halifax, has been again re-elected Asst. Grand Secretary, Masonic Order, Province of Nova Scotia.

The printers and bookbinders of Halifax are still busy. One of the disadvantages that they have to contend with is the shortage of labor, particularly boys.

Parnell B. McCafferty of the news staff of the St. John *Telegraph* was united in marriage to Miss Mary McQuiggan in St. John the Baptist church, St. John on June 12.

Roger Chesley, aged twenty-one years, a member of the mailing room staff of the St. John *Telegraph* until he enlisted, has died of wounds received in the battle of Vimy Ridge.

The wedding of J. Alwyn Tait of the writing staff of the St. John *Times-Star* to Miss Hildred Simonds, daughter of Mr. and Mrs. W. A. Simonds, took place in St. David's Presbyterian church, St. John, on June 6.

Levi Jackson, of Lynn, Mass., visited Charlottetown last month. Mr. Jackson, who is a native of Newfoundland, formerly resided in Charlottetown. He had charge of the *Patriot's* press thirty-eight years ago, when the late Hon. David Laird was editor.

Harold Boyer of St. John who had been employed in the mailing room of the St. John *Standard*, was seriously wounded on May 31. The shell which did the damage killed three of his companions and buried him alive but he was rescued and sent to the hospital.

Lieutenant D. B. Clarkson, son of Joseph Clarkson, formerly manager of the Partington Pulp & Paper Co., Ltd., at St. John, has been killed in action while leading his men in an attack on a German trench, a duty for which he had volunteered. He went overseas with a New Brunswick infantry battalion.

John Archibald Murray, 21st Battery Canadian Field Artillery, British Expeditionary Force, was granted the degree of Bachelor of Journalism at the University of Missouri last month. He is in the trenches "somewhere in

France." Mr. Murray was in the University of Missouri for four years and shortly after the war broke out he enlisted as a volunteer from Canada. His home is in Meadowville, Nova Scotia.

Major Alexander McMillan, head of the printing and publishing house of J. & A. McMillan, St. John, has been awarded the D.S.O. for distinguished services in the field. Major McMillan left his business in the hands of his staff when he joined the 26th N. B. infantry battalion as a junior lieutenant, when it was organized, but speedily won his way upwards to the rank of company commander. He was wounded severely last year and, when convalescent, was offered five months furlough but preferred to return to his unit and insisted on doing so.

It was with deep regret that his old time friends in St. John heard of the death of Charles H. Lugin, editor of the *Victoria Colonist*. Mr. Lugin was a native of New Brunswick and gained his first newspaper experience in Fredericton, where his father published *The Colonial Farmer* many years ago. Following in his father's footsteps, Mr. Lugin after several years spent in the practise of law, founded the *Fredericton Herald*, a daily paper. Leaving the *Herald*, he came to St. John to join the staff of the *Daily Telegraph* and eventually became the editor of that paper. About twenty-five years ago he left St. John for the west and, after a period spent in Seattle, finally became the editor of the *Colonist* in Victoria. His four sisters still reside in St. John.

NEWFOUNDLAND

Business in Yarmouth is brisk, both in jobbing and advertising.

Preparations are in progress for the publication of a magazine for the Deanery of St. George's.

Gilbert Bantry, who had his left hand injured by getting it caught in a press, has returned to work after one month's absence.

John J. Evans, of the Newfoundland *Quarterly*, who was confined to his home with a severe attack of illness during the middle of May, has since recovered and enabled to attend his office.

Hon. J. Alex. Robinson, Postmaster General of Newfoundland, and until a few months ago editor of the St. John's *"Daily News"*, was honored with the degree of LL.D. by the Mount Allison University, in May.

John A. McGrath, formerly of the St. John's *Evening Herald* staff, has secured a commission in the Eleventh Division of the Dublin Fusiliers. Mr. McGrath left the publishing profession in 1914 and joined the First Newfoundland Regiment.

At the annual meeting of the Typographical Union of St. John's, Newfoundland, held on the evening of June 7, the following officers were elected for the ensuing year: M. F. Ougley, president; T. J. Ryan, vice-president; M. A. Dunn, financial secretary; J. Mackey, recording secretary. Reports submitted showed the local union to be in good financial condition. Apparently good feeling exists between employers and employees.

The Bay Roberts *Guardian* has suspended publication the past few weeks. Mr. Russell, its proprietor, met with a heavy loss by fire recently. This, together with the lack of proper support from the local business people is understood to be the main cause of suspension of the publication. It is most unfortunate that a town of the size and importance of Bay Roberts should so lack in public spirit as to fail to give its only newspaper due and proper support. The local newspaper is undoubtedly the asset of any settlement and a newspaper properly managed and properly supported should be a true thermometer of its publication town, particularly should this be true of the weekly paper in country towns and villages.

So far the newsprint supply is causing no concern among the publishers of Newfoundland. The Harmsworth (Northcliffe) mills at Grand Falls are now operating four machines and there is every likelihood of the mills being kept in operation. Negotiations are still in progress for the obtaining of tonnage for the shipment of a large quantity of newsprint to the United States. This would relieve the congestion in the company's warerooms in

Newfoundland and thus enable the mills to continue operations on a fairly large scale. The establishment of these mills was a god-send for the press of Newfoundland, which are being supplied with its newsprint at pre-war prices, while both in Canada and the United States not only has the price soared to mountains, but the supply is very limited, to which must also be considered the present-day exorbitant freight rates.

The Dead

The wife of C. H. Creighton, of Stephanson, Blake & Co., died at the family residence, 185 Pearson Ave., Toronto, June 22. Besides the husband, she is survived by one son.

William Winter, dramatic critic of the New York *Tribune* from 1865 to 1909, and one of the most prolific and authoritative of American writers on the drama, is dead in his 81st year.

O. M. Hennessy, manager of the Abitibi Pulp and Paper Company, and J. Lavoie, the head foreman, were drowned in the Couchiching Rapids, near Lake Abitibi. Mr. Hennessy came of a family that has been connected with the lumber business on the Ottawa River for many years. He was appointed manager of the Abitibi Pulp and Paper Company six years ago when that concern was organized.

H. K. Cockin, widely known throughout Ontario, is dead in Guelph. He had been a resident of Guelph for 25 years. He was well-informed and for some years contributed weekly articles to the Guelph papers. Besides special articles for magazines, he wrote a book, "Gentleman Dick of the Greys." For some years past he has taken an active interest in politics and represented the antis in a number of strenuous local option contests.

John Pearce, a resident of Toronto for fifty years or more, is dead. As a member of the business staff, Mr. Pearce was employed on the Toronto *Globe* when the Hon. George Brown was shot. It was Mr. Pearce who summoned the officer, Staff Inspector Gregory, from the street to make the arrest of the assailant. He remained on the *Globe* for thirty years. For the past year or more he stood guard at the entrance to the *Globe*, and was well known. He was in his seventy-second year.

Thomas Balmer, for many years prominent in American advertising affairs, died on June 13 at the home of John Adams Thayer in Westport, Ct., where he was a guest. He was seventy years old. Mr. Balmer was an American citizen, born in England, and for twenty years was a unique figure in advertising, having been instrumental in building up such organizations as the Curtis Publishing Company, the Butterick Company and the Street Railways Advertising Company. His son, Julius P. Balmer, is associated with the *People's Home Journal* in Chicago, and another son, Edward, is a prominent American novelist.

John Clayton Snell for many years one of the best known farmers and breeders of Ontario, and for many years Editor of the *Farmers' Advocate*, London, is dead. He was 76 years of age. Mr. Snell was the son of John Snell, a pioneer breeder of Shorthorn Cattle, Cotswold Sheep and Berkshire Swine in Ontario party in the cases involving the cantario. He came from Devonshire, Eng., and after a period passed in New Brunswick, reached Chinguacousy in the thirties.

John C. Snell became an exhibitor, a judge, a director of the old Provincial Society and finally its president. He began writing on agricultural topics and did it so well that the *Farmers' Advocate* persuaded him nineteen years ago to become its associate editor. Mr. Snell was a writer of ability and knew his subjects like a text book. He was a man who had traveled much and few knew the Ontario farmer as he did.

Sergt. R. D. Patterson is dead from wounds received in action. Sergt. Patterson was with the mechanical transport service and left Toronto about a year ago. He was transferred to the L.B.D.'s, of Winnipeg, at the

front and was serving with the battalion when killed. He was one of Toronto's finest young men, and well known to many as a member of the Argonaut Rugby Football champion team for two years. He was a single man, 27 years of age, and an old boy of Upper Canada College and Toronto University. His father, the late R. L. Patterson, who died in Toronto on April 21 of this year, and known from coast to coast as manager of the Miller & Richard company for nearly a half century, was a veteran of the Fenian Raid of 1866, having served as a sergeant with the Toronto Queen's Own. Sergt. Patterson is survived by two brothers and two sisters—H. K., manager of Miller & Richard, Winnipeg; J. H. L. Patterson, manager for the same company at Toronto; Mrs. F. A. Ritchie, Toronto, and Mrs. Thomas Moore, of Hamilton, Ont.

Charles Henry Lugin, for many years editor of the *Victoria Colonist* is dead at the age of 71. Mr. Lugin went to Victoria in 1897, when the *British Pacific* was a live issue, and owing to his knowledge of transportation matters, his services were greatly valued. Shortly afterwards he became editor of *The Colonist*, a position he occupied until 1902, when he retired to engage in the profession of law, for which he had been trained in New Brunswick. Before going to Victoria he had been engaged in journalism as editor of the *Seattle Telegraph*. At that time, business all along the Coast was very bad, and the *Telegraph*, along with many other businesses, went to the wall. The deceased was the son of a well-known publisher and journalist, Charles L. Lugin, and was born in Fredericton, N.B., in 1816. On one side he was of Huguenot extraction, and came of United Loyalist stock, a fact of which he was justly proud. His grandfather was King's Printer in New Brunswick. He was graduated from the New Brunswick University at the age of 18, and received his M. A. degree in 1866. He taught in the High School at the age of 19, and later studied law, qualifying as a barrister in 1870. For some years Mr. Lugin was Clerk of the Peace for the County of Victoria, New Brunswick, and ran for the Legislature in 1870. Afterwards, he practised law in Fredericton, and was counsel for the temperationality of the Scott Act. He was editor of the *St. John Telegraph*, and of *The Express* and *The Herald*. He wrote articles on economic questions, to which he paid special attention, and stories of adventures for many British, Canadian, and United States periodicals. He was author, among other things, of "Open Season and Resting Retreats Among the Lakes and Rivers and Mountains of Northern Maine and New Brunswick," a descriptive handbook for sportsmen (1881); "Facts Concerning the Fertile Belt of the N. B. Land & Lumber Company" (1884), and "New Brunswick: Its Resources, Progress, and Advantages" (1884). During the controversy over the Venezuelan boundary, he published an article in the *New York Herald* which attracted widespread attention, and for which he received the thanks of the late Lord Salisbury. Mr. Lugin was for some years secretary of the Board of Agriculture of New Brunswick, and his interest in agriculture was always manifest in the columns of the *Colonist*. Following the trend of many Easterners, he went to Seattle in 1892, where he was admitted to the bar, and where he subsequently engaged in journalism.

TORONTO'S WAGE BILL

The annual wage bill of the six Toronto daily papers has been increased by \$86,918. During the past two weeks the newspaper publishers and the men's representatives of the printers, stereotypers, pressmen, and mailers have reached agreements covering wages and conditions. The agreements in three of the four cases cover five-year periods, and in the one, that of the mailers, for two years.

The weekly increase in the wage roll for the six papers is as follows:	
Printers and their apprentices	\$1,190.00
Pressmen	262.50
Stereotypers	105.00
Mailers	114.00
Total	\$1,671.50

This multiplied by 52 weeks shows the increase for the year to be \$86,918.

The printers include the following trades: Assistant foremen, compositors, make-ups, operators, proof-readers, copy cutters, bankmen, type-casters, and machine tenders.

The printers' wages have been advanced \$4.50 a week, and the wages of the apprentices on an average \$3 a week. The wages of the printers for the next two years under the new scale will be \$26.50 per week on evening papers and \$28.50 per week on morning papers. When the two years have expired the printers receive another \$1 a week raise, and this continues for another three years, which makes the agreement a five-year one. The hours they work are 48 hours per week on evening papers and 45 on morning papers.

The stereotypers and pressmen will receive a weekly wage of \$24 under the new scale. This is a raise of \$3.50 a week for the first year. After the first year another \$1 is added for the following two years, and another for the two years after. This makes an increase of \$5.50 for the period the agreement runs, which is five years. The hours of labor are similar to the printers.

The mailers' wages have been increased from \$17 a week to \$19 a week, and the agreement runs for two years.

The employes affected total 445 in the six city papers.

PRINTING PRICES GO UP

THE increase in the cost of printing has been so great since the beginning of the war that an average increase in prices of twenty-five per cent. has followed. This has been agreed to by the printing firms in Toronto. The cost of material has jumped all the way from 25 to 300 per cent. in advance of what it was a few years ago, and the 1917 wage schedule has brought up the cost of labor from 24 to 35 per cent.

On the different kinds of book paper increases range from 64 per cent. on newsprint to 123 per cent. on Egg-shell book. Manillas have gone up 150 per cent. on Kraft wrapping, and coated enamel, from 61 to 69 per cent. Bond papers have increased from 50 to 140 per cent., and flat papers from 50 to 150 per cent. The greatest increase in the cost of materials has been on ink of all grades, which has gone from 25 to 300 per cent. over former prices.

PRINTERS AND THE WAR

CONCERTED action by the representative employers' organizations in the printing industry for the protection of the situations of employees called for military service during the war is announced in an official circular chairman of the special standing committee by President Scott, of the International Typographical Union, and Henry N. Kellogg, of the American Newspaper Publishers' Association.

The International Board of Arbitration, which is composed of three members of the Executive council of the International Typographical Union and three representatives of the American Newspaper Publishers' Association, has formally endorsed a provision to be included in all contracts hereafter entered into providing that:

"Where members of the International Typographical Union enlist for active service their situations may be filled by the foreman. Provided: That upon reporting for duty the situations formerly held by these members shall be restored to them."

At a meeting of Regina Typographical Union this month delegates to the Trades and Labor meeting were instructed by unanimous resolution to go on record as favoring conscription. The resolution also added that nationalization of all industries of Canada be strongly urged upon the Federal Government.

The question as to whether the Typographical Union should go on record as being in favor of sympathetic strikes, in the event of the military service bill becoming law, was debated, and it was decided not to record the union as being in favor of it.

PRINTERDOM

LONDON CONVENTION

THAT the Quebec typographical unions be invited to join with the Ontario unions in forming an association was the substance of a motion passed by the annual conference of representatives of the typographical unions held at London last month. President Doughty, Guelph, read his annual address, dealing largely with the condition of the trade. It was found that everything was satisfactory, and that working conditions were first-class for the most part. The question of sanitary improvements in some shops was discussed at some length, and will be taken up later by a separate committee.

J. Drury, international organizer, Montreal, was introduced to the convention, and delivered a brief address.

ATTENTION, ESTIMATORS

IF YOU are uncertain about a price, consult the Standard Price-List, the most complete price-book ever compiled by any Printers' Organization. Every printer should procure a copy and study it. You will be surprised at the valuable information it contains.

Copies can be obtained from the Secretary, T. J. Turner, Ben Franklin Club, Cincinnati.

An abridged edition, paper cover for small job plants. This price-list should be in every office.

MEMORIAL TO CHAS. H. TICE

FOLLOWING are the terms of a memorial presented by the Montreal Printers' Board of Trade on its dissolution, to Charles H. Tice who was Manager of the Board for ten years. Mr. Tice is now Manager of the Dominion Printing Ink and Color Co., Ltd., Montreal. AT THE final meeting of the Montreal Printers' Board of Trade it was unanimously resolved that this Board place on record its appreciation of the services rendered by Mr. Charles H. Tice to the printing industry of this city, as Manager of the Board during nearly ten years. His untiring energy and faithfulness have won for him the confidence of all the members; and the marked improvement in the standing of the industry is a monument to his devotion.

The members, in presenting this memorial to Mr. Tice, hope he will keep it as a reminder of many of the pleasant experiences they had together, and as a memento of their friendship.

On behalf of the Montreal Printers' Board of Trade.

Montreal, April 5, 1917.

Wm. A. Desbarats,
Vice-President.

W. W. Southam,
President.

EVANS & HASTINGS LIMITED LIQUIDATION

BY CONSENT of all parties and of the court, the claim of the Bank of Vancouver liquidation against the firm of Evans & Hastings (in liquidation) has been fixed at \$20,000. The original claim was for \$30,060, for which the bank held certain book debts as security. To save litigation, the claim was agreed to at an even \$20,000, the bank waiving its right as a secured creditor to the book debts. The \$20,000 claim is estimated to yield \$6,667, as the estate is estimated to pay a 33 1-3 per cent. dividend.

A cash offer of \$10,000 was received from the Acme Press Limited for the stock, goodwill and general assets of the business.

NEW WAGE SCALE

TORONTO's job printers have been granted an increase of \$4 per week, which means that they will receive \$24 per week for an eight-hour day. This rate was agreed upon by the joint committee representing the employers and the men, and has been ratified by

the general body of both. The increase goes into effect forthwith, and the scale will not be changed until after the war or within two years if peace comes first.

The pressmen are also seeking a corresponding increase. The committee in charge of the negotiations have been in session on the matter. What decision was reached will not be known for some days, as it has to be submitted to a meeting of the employers and union.

The wage scale for job printers and pressmen has been \$20 and \$21 per week respectively.

The report of the Conference Committee which had been negotiating the new agreement with a committee of the Master Printers' and Bookbinders' Association, presented at a meeting of the Toronto Printing Pressmen's Union, C. F. of L., in Toronto last month showed that a satisfactory agreement had been arrived at. It stipulates that the hours of work are to be as in the past. The scale of wages for overtime is set at the rate of time and a half for night staff and paid at the rate of fifteen per cent. increase over day rates. The pressmen expressed their satisfaction.

GROWTH

THE Miller Saw-Trimmer Company, of Pittsburgh, manufacturers of the Miller Platen Press Feeder, and Miller Saw-Trimmer have found it necessary to add 50% to their manufacturing space in order to care for the rapidly expanding business due to the constantly increasing demand for their Platen Press Feeders and Saw-Trimmers.

RECENT LINOTYPE INSTALLATIONS

THE following is a list of recent orders received by Canadian Linotype, Limited. This certainly indicates that publishers throughout Canada are enjoying a good measure of prosperity and are equipping their offices to produce better newspapers:—

Orillia, *Packet*, Model 14; Toronto, *Might* Directories, Model 17(2); Winnipeg, *Tribune*, Model 5; Winnipeg, *Free Press*, Models 19 and 18(2); Chauvin, *Chronicle*, Model 5; Stouffville, *Tribune*, Model 5; Aneroid, *Magnet*, Model 15; Calgary, *Calgary Typesetting Co.*, Model 14; Preston, *Progress*, Model K; Assiniboia, *Times*, Model 5; Wainwright, *Star*, Model 5; Lindsay, *Warder*, Model 19; Gananoque, *Reporter*, Model 5; Galt, *Reporter*, Model 14; Gravenhurst, *Banner*, Model 1; Sherbrooke, *Record*, Model 5(2); Toronto, *Hebrew Journal*, Model 5; Moncton, N.S., *Maritime Press*, Model 19; Regina, *Post*, Model 14; Windsor *Record*, Model 14; Regina, Hickey Bros., Model 14; Macleod, Alta., *News*, Model 5; Lacombe, Sask., *Globe*, Model 5; Guelph *Mercury*, Model 19; Vegreville, *Observer*, Model 5; Toronto, *Salvation Army*, Model 14; Red Deer, *Advocate*, Model 19; Carberry, *News-Express*, Model 15; Red Deer, *News*, Model 19; Hamilton, *Spectator*, Model 18(4).

EMPLOYING PRINTERS FORM ORGANIZATION

WHAT is said by those present to have been the most enthusiastic meeting of employing printers, bookbinders, wholesale paper and supply men held in Vancouver for several years past, says the Vancouver *Sun*, took place in the assembly rooms of the provincial branch of the Retail Merchants' Association of Canada, Incorporated, last month.

Lorne D. Graham, local manager of Barber-Ellis, Ltd., president. His address on organization was listened to with the keenest interest by everyone present. He spoke not only of the necessity of the getting together for the advancement of trade educational work, but declared that it was a patriotic duty for employers to organize for

the purpose of interchange of information and experience that would tend toward the establishment of more economic methods in the production of such a vital necessity to commercial life as the printers' product.

A resolution to form an organization of employing printers and allied business for trade educational work and social purposes was most enthusiastically adopted.

The following were elected officers of the new organization: Hon. President, W. E. Davidson (Smith, Davidson & Wright, Ltd.); President, A. A. Brookhouse (Cowan & Brookhouse); Vice-President, A. H. Timms; Honorary Secretary-Treasurer, T. Hastings (Hastings Printing Co.); Recording Secretary, T. J. Corley. An executive committee was appointed, consisting of the following: Messrs. H. J. Graves, J. C. Nicholson, L. Ward, J. W. Boyd and C. L. Foster.

LABOR AND THE WAR

MR. JAMES SIMPSON and others who misrepresent organized labor on the conscription question seem to forget that 65 per cent. of the men in the Canadian overseas forces were manual laborers before they enlisted. Mr. Simpson should at least be in touch with the printing trade, and if he is he should know that 500 members of the International Typographical Union are serving with the Canadian colors and that about twoscore of them have already laid down their lives in the great cause. Up to the present time 300 members of the Union have joined the American army and this number will rapidly grow.

The *Daily News* does not believe that the working printers of Canada want to leave their comrades without reinforcements upon the battle line or that any considerable body of organized workmen in this country would willingly see their fellows deserted in the final stages of the conflict. The employing printers and their employes have entered into an arrangement for the protection of members of the International Typographical Union who have enlisted in or may join the Canadian and American armies. The American Newspaper Publishers' Association, the International Typographical Union, and the United Typothetae and Franklin Clubs of America have agreed to a plan under which the situations of printers or apprentices entering the army will be restored to them on their return.

The International Board of Arbitration advises all publishers and local unions to amend their contracts in keeping with this understanding. The International Typographical Union and various local unions have put about \$70,000 into the Liberty Loan Bonds now being floated for war purposes by the American Government. The International Typographical Union is probably the strongest labor organization on the continent. It has done good service to Canada and the United States by adopting a highly patriotic course in regard to the war.—Toronto *Daily News*.

Many Certificates of Cost Finding have been sent out from the National Office of the United Typothetae and Franklin Clubs of America, to those members operating under the Standard Cost Finding System who have qualified by sending their statement of Cost of Production to the Cost Commission of the organization for its use in the compilation of the Composite Statement of Cost of Production for the year 1916. This Certificate is worth possessing as it is a valuable business asset if displayed in the printer's office to show the buying public that the plant operates under approved methods of cost accounting.

The Women's Auxiliary of Typographical Union, No. 91, Toronto, recently despatched to printers in the trenches, fifteen boxes of comforts. This is their third consignment to the front. During the winter this organization purchased apples by the barrel and oranges by the box, made up small parcels and distributed them personally to the individual returned soldiers located at that time in the College Street and North Toronto Convalescent Homes. They have also to their credit the establishing of two beds in the Spadina Hospital.

Two Progressive Canadians Who Made Good

Digging—real digging with shovel and pick for factory foundation.
Digging up business to keep it humming and paying off the
borrowed money—is digging, and then some.

By P. O. WELL

SUCH was the beginning of things in a business way of Manton Brothers, known to their intimates as "Jim" and "Frank" Manton. These two actually shook hands with the spade, and helped to excavate for foundation of their present warehouses, and borrowed every dollar that went into the building. This was in 1903. In 1917 the capital has grown to the six figures.

To begin at the beginning. In 1842 the factory site at 105 Elizabeth St., Toronto, was practically a wheat field, owned by the late Judge Hagerman. That year Thomas Cuttle, of Leeds, Yorkshire, acquired this piece of real estate. He was the grandfather (on their mother's side) of Frank and James Manton, whose parents subsequently acquired it. That piece of land has

Cuttle fired the old brass cannon Thursday, June 22, 1815, one hundred and two years ago. Grandfather Cuttle afterwards was Father of the Chapel of the *Mercury*, then foreman, and prior to his setting sail for Canada was presented with a beautiful writing desk, highly prized by his grandsons and granddaughters, and great grandchildren.

It would be easier to keep a flock of ducks from an open mill pond than to keep Manton Brothers away from the smell of printers' ink under the circumstances. James fled sheets from the Wharfedale—the first one in Toronto—when he was eight years old. This was in the shop of Thomas Cuttle & Son, where the first school books in Toronto were printed.

Seventeen years ago a labor disturbance upset the press rooms of Toronto, and Frank moved to Chicago, where he worked in the press room of the Lakeside Press, owned by R. R. Donnelly. He returned to Toronto as representative of an American ink house, and in 1903, with his brother, and the combined capital of \$1,500, started in for themselves. For their present rating their creditors have long since ceased to look up Dun's or Bradstreet's.

James Manton served his apprenticeship in several shops, including such old and well-known offices as Murray, McLeisch & Cullen, on East King Street. The first mentioned was the late James Murray, founder of the company of to-day of that name. He graduated a full-fledged pressman in the old Presbyterian office on Jordan Street, where Mr. Murray was superintendent, and where the Ontario Government work was printed. Frank says in those early days he thought he was the whole thing when he received \$6 per week, working every day from 7 to 6. James received less than that figure, at one time, for he is a few years older than Frank. He was foreman of the War Cry press room, and Frank was pressman there also, for several years.

Not too proud to shake hands with the spade, buying all material for their then modest factory in 1903, presaged the success of the firm. The world admires push. It may apparently be slow in its recognition, but it comes to admire, and doubts like clouds are dispelled by the sunshine of success.

Frank looks after the selling end, James supervises factory operations. A few moments' conversation with either and the customer feels that they are real men—men whom he does not hesitate to do business with, knowing that he will get every ounce and the service that he pays for—and more.

The ups and downs of ink making are many. Canadians at one time thought everybody else in the world could make printers' ink but Canadians. It is funny to write that in 1917, but it was true a decade back or so. And ink was not the only line—there were others. The war

more than anything else has dispelled this foolish idea. The world knows that Canadians can do most things as well as any nation—some things better. To make a long story short, Canadian printing inks in most lines are as good as the best—and better sometimes.

Manton's inks are in the better class. And it is known also that they export considerable to the United States and the West Indies.

In case you do not know it, Manton Brothers were the first to make printing press rollers by the Gatling gun method. The old-fashioned method of roller making left them full of air holes. The Gatling method shoots the air out ahead of the molten composition, thus eliminating the pin holes, which were so common to



J. N. MANTON

been in the family about 75 years. The Manton boys lived in the house till they got houses and families of their own. Father and mother sleep with the honored pioneers of Toronto and York.

This piece of land is known in present surveys as 101-105 Elizabeth Street, intersecting thereat with Cuttle Place. Agnes Street was to have been where Cuttle Place now is. To take the Hibernian out of this latter, Cuttle Place stayed where it was and Agnes Street was the new thoroughfare.

Thomas Cuttle served his apprenticeship on the Leeds *Mercury*. One of his privileges as a printer's devil was to touch off the old brass cannon in the public square first announcing to the people of Leeds and Yorkshire in general the victory of Waterloo. The battle of Waterloo was fought on Sunday, June 18, 1815, exactly three years after the fight between the Chesapeake and the Shannon, off Boston harbor. There was no telegraph, telephone, steam vessels, nor airships in those days. Possibly Thomas



F. W. MANTON

the old single mold method. The manufacture of printers' rollers is an important part of their business.

The latest thing to engage their attention was the production of oiled tympan paper. Before the war Canada imported this profitable time-saver from abroad. Manton Brothers are the only Canadians producing it.

Before we say something else, Manton Brothers saw the way things were going at the outbreak of war and succeeded in amassing a considerable quantity of the ingredients of printers' inks and rollers. Their customers have benefited, and are not slow to recognize the service.

"Everything for the Press Room" is Manton Brothers slogan—and they have lived up to it as rigidly as a Highland man has stuck to the kilts. If anything is wanted for printing presses, ask Manton Brothers. You are as sure to get it as you are your tax-bill—and that same is as sure as your shroud. To make doubly sure they are agents for Whitlock two-

revolution presses, as good cylinder printing presses as are built in the world.

Manton Brothers have their own machine shop. James gives this department his closest attention, and if there is anything about a press that Jim Manton does not know, no one has as yet discovered it. Many a printer has discarded a good press simply because a so-called machinist did not know what was the matter with it. Don't do it any more; send for Jim.

There are other lines made by this firm of Canadian hustlers for other branches of the wide printing industry. But enough have been enumerated to give some idea of one of the most successful of Canadian firms, of two Toronto boys who have made good. The secret of their success may be put in four words—"all ways on the job."

U. T. & F. C. NOTES

THE Circulating Library of the National organization has been serving a worthy purpose. The various papers comprising the Library are sent to local secretaries to be read before their regular meetings. While this Library consists of a great many papers covering numerous subjects several of the local organizations have already used all the topics. It is expected that within a very short space of time additional papers will be prepared and that this service will be extended to a good many more local associations, who have not availed themselves of the Library in the past.

An evidence of the service rendered the members of the United Typothetae and Franklin Clubs of America and the general printing fraternity was shown in the prompt action taken by the Legislative Committee of the National Organization, in recent legislation materially affecting the printing business,

when this committee through its counsel, Honorable Alfred E. Ommen, appeared before the Senate Finance Committee, at Washington. Local Printers' Associations are also commended for their action in sending representatives to Washington to protest against certain measures which seemed unfair to the printing business. A more valuable service to the entire craft could not have been performed, in any other way than through this co-operative effort made possible by the organization.

Cost Accountant F. W. Fillmore, United Typothetae and Franklin Clubs of America, has just completed the installation of the Standard Cost System in three Lithographic plants in Chicago. The system was somewhat changed to meet conditions in lithographic plants but the fundamentals of the Standard System was strictly adhered to.

The Standard Cost System is being installed in several plants in Kalamazoo, Michigan, by Cost Accountant, T. W. McClaughlin of the Accounting Staff of the United Typothetae and Franklin Clubs of America. Mr. McClaughlin before going to Kalamazoo, installed systems in a number of plants in Sioux Falls and Mitchell, S.D. These systems have already proven their worth and many complimentary remarks have been received at National Headquarters as the result of this work.

"Prosperity and the Printer" is book 7 of the Business Service Series. Library of the United Typothetae and Franklin Clubs of America. It has just been sent out from National Headquarters to the entire membership and is indeed an interesting pamphlet, and the writer of this article, J. Horace McFarland, is too well known to need introduction. Printers should not overlook reading this pamphlet. We understand non-members of the organization can avail themselves of the few remaining copies, if they will write National Headquarters immediately.

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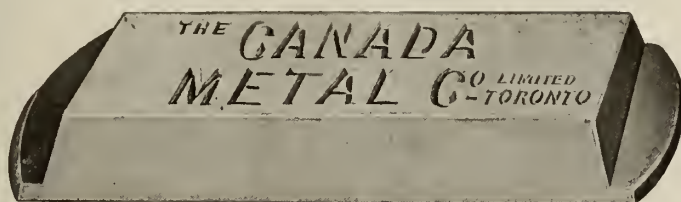
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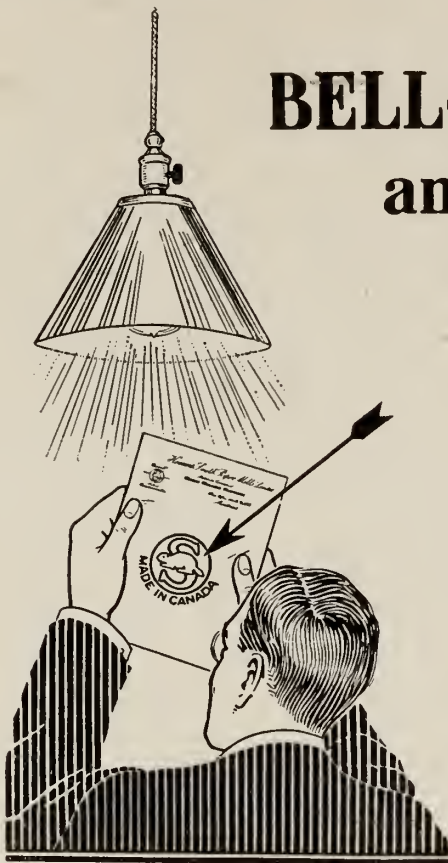
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THE Platen Presses displaced by our OSTERLIND JOB CYLINDERS have so increased our stock of second-hand machines that we now have a large number of particularly attractive bargains in rebuilt machines of various kinds. REMEMBER,—our used presses are rebuilt from the base up by the most competent printing press machinists in the country. Every used press carries our guarantee that it is thoroughly overhauled, in first-class condition, and will do as good work as when new. This is the opportune time to make your purchases in this direction.

We have also a large number of rebuilt cylinder presses, wire stitchers, paper cutters and other machinery and invite your inquiry with description of your needs. There are some very attractive bargains for any printer wishing to invest at the present time.

MILLER & RICHARD
7 JORDAN STREET . . . TORONTO

Buyers' Guide

Collect Up

STOP CARRYING DELINQUENTS.

Turn over to us your past due subscription accounts and let us turn them into cash. We can collect the money from a delinquent subscriber who will ignore the publisher's letters asking for a remittance.

'We are very much pleased with results.'

THE SHELburne GAZETTE AND COAST GUARD

Shelburne, N.S., June 9, 1917
The Canadian Mercantile Agency
Ottawa, Ont.

We beg to acknowledge receipt of cheque for \$51.52 on account of collections you are making for us. We are very much pleased with results thus far and will send you along another batch of bills in a few days.

Yours truly, W. H. CURRIE.

We can do as well for you.—Try us out with a list. It will pay you. We will treat you honestly and promptly and not offend your subscribers.

No Collection—No Charge. Prompt Returns

RESULTS

Write for blank forms to list your accounts on.

REFERENCES:—The Bank of Ottawa, and nearly 200 satisfied Canadian publishers for whom we have been collecting for the last seven years.

THE CANADIAN MERCANTILE AGENCY OTTAWA, CANADA

The agency that makes a specialty of collecting up delinquent subscription accounts and not losing the subscriber.

WHILE-U-WAIT



RUBBER STAMP-MAKING OUTFITS
Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buys complete outfit.

Send for catalog

The Barton Mfg. Co.

83 Duane Street - New York, N.Y.

J. R. Walker & Co.

35 Common St. - Montreal

Manufacturers of
PAPER and BOARD

Also purchasers of all kinds of
Waste Paper.

BALERS, WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
BINDERS, LOOSE LEAF
Tuckett Loose Leaf, Ltd., Toronto, Ont.
BLOTTING PAPER
Albemarle Paper Co., Richmond, Va.
Beveridge Paper Co., Montreal.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER.
Nickerson Bros., 99-101 Worship St., London, E.C., England.

BOOKBINDERS' MACHINERY
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

BOOKBINDERS' SUPPLIES
Beveridge Paper Co., Montreal.
Brown Bros., Simcoe and Pearl Sts., Toronto.

BOOKBINDERS' WIRE
The Steel Co., of Canada, Hamilton.

COLLECTION AGENCIES
Canadian Mercantile Agency, 46 Elgin St., Ottawa.
Publishers' Protective Association, 329½ Bathurst St., Toronto.

COUNTING MACHINES
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER
J. L. Morrison Co., 445 King St. West, Toronto.

CUTTING MACHINES
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPE AND STEREOTYPING
Rapid Electrotype Co. of Canada, 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

FANS, PRESS ROLLER
Rouse & Co., 11, B., Chicago, Ill.

FEATURES FOR NEWSPAPERS
International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS
Beveridge Paper Co., Montreal.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

HAND PRINTING PRESSES
Golding Mfg. Co., Franklin, Mass.

JOB PRINTING PRESSES
Golding Mfg. Co., Franklin, Mass.

JOB PRESS GAUGES
Golding Mfg. Co., Franklin, Mass.
Megill, Ed., 60 Duane St., New York City.

LIMOGES CHINA PREMIUMS
The Limoges China Co., Sebring, Ohio.

MAILING MACHINES
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Canadian Linotype, Ltd., Toronto.

Toronto Daily News

has lately joined us for

DAILY LAUGH

(To be used as filler in a page of comics)

Placed with Winnipeg Free Press since February; Hamilton Herald since March of last year.

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Est'd 1899 BALTIMORE, MD.

McFARLANE, SON & HODGSON, Limited

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AND
STATIONERS

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ATTENTION OLD TYPE—BRASS

Copper, Zinc, Electro
and Stereotype Plates
and Old Brass

Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.

J. C. & L. W. EPSTEIN CO.

378-380 Front Street East, TORONTO
Ship us your scrap iron, rubber and paper.

Write us for Quotations

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Toronto.
Geo. E. Stewart, Montreal.
Toronto Type Foundry, Toronto and Montreal.
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Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Halls Paper Co., Ltd., Fred H., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Building, Toronto.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Montreal, Que.
Smith Paper Mills, Ltd., Howard, Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.
Wilson Munroe Co., Limited, Toronto.

Buyers' Guide

Waste Paper Wiping Rags

THE BEST!

E. PULLAN
TORONTO

ROLLERS We give prompt delivery, lowest prices and complete satisfaction.

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

HOYT'S FAULTLESS COMBINATION METAL For Linotype or Stereotype

All our metal alloys are the result of 40 years' experience.

HOYT METAL COMPANY
Eastern Ave. and Lewis Street, Toronto.
LONDON NEW YORK ST. LOUIS
Largest manufacturers of mixed metals in the world.

China Premiums ARE THE BEST!

Distinctive Services in Many Sizes. Write for Samples.

The Limoges China Co.
Sebring, Ohio

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Vault & Wiborg Co. of Canada, Ltd., Toronto, Ont.

Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

Babcock Printing Press Co., New London, Conn.

Manton Bros., 105 Elizabeth St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Goss Printing Press Co., Chicago, Ill.

Hoe & Co., R., 504-520 Grand St., New York.

PRINTING PRESS MOTORS

Kimble Electric Co., 635 N. Western Avenue, Chicago, Ill.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. West, Toronto.

PURCHASERS OF OLD TYPE, ETC.

J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

Independent Metal Co., Ltd., 175 King E., Toronto.

RAGS—WIPING

E. Pullan, 20 Maud St., Toronto.

The Levi's, 100-102 John St., Toronto.

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E. L. Megill, 60 Duane St., New York.

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Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.

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THE NEW ERA PRESS

A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co., Rahway, N.J., U.S.A.

TYPE FOUNDERS

Miller & Richard, Toronto and Winnipeg.

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SPOT CASH

We pay spot cash and highest price for Old Type, Copper, Zinc, Electros, Stereos, and Old Brass.

SHIP AT ONCE.

INDEPENDENT METAL COMPANY, Limited

175 King St. East

TORONTO

Long Distance Phone, Main 2378



A Guaranteed GLYCERINE-Made

Flexible Glue

SEND FOR YOUR SAMPLE AT ONCE

BAYARD & CO., Inc.

29 BROADWAY NEW YORK CITY

GILT EDGE AND BORDERED CARDS

Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Beveling and Bordering to the trade.

Send for Price List

JOHN BRADFORD

Card Manufacturer

70 LOMBARD STREET TORONTO

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St., Toronto.

Intertype Corporation, World Building, New York.

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JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

WISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

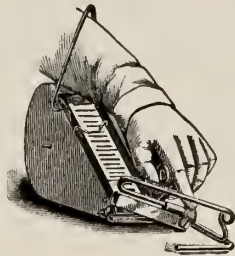
QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

THE INLAND PRINTER

*The Leading Journal of the World in the
Printing and Allied Trades.*

Every issue contains practical and helpful articles and specimens that can be *used* by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.

Editorial's Valuable and lively on timely subjects.

Correspondence—Questions answered and troubles in general solved.

Proofroom—Questions pertaining to proofreading discussed.

Book Review—A digest of the latest and best works.

Job Composition—In this department problems of job composition are solved and numerous illustrations are shown in colors.

Specimens—Under this head booklets, circulars and other specimens of printing are briefly reviewed, and illustrated.

The Printer's Publicity—A review and constructive criticism of printers' advertising.

Bookbinding—An intimate and detailed description of the various processes of bookbinding.

Cost and Method—Especially valuable to the employer.

Process Engraving—Queries regarding process engraving are answered and suggestions and experiments exploited.

Pressroom—The art of presswork discussed in detail.

Newspaper Work—Detailed descriptions and helpful hints on all phases of this subject are given for the aid of publishers.

Machine Composition—The linotype machine and its product are discussed for the help of the operator and machinist.

Trade Notes—Brief mention of men and events associated with the industry published under this heading.

Advertisements—The advertising section is a directory of representative American manufacturers and supply houses.

Inserts—Four to eight pages in colors each month.

Published monthly. Subscription price, \$3.00 per year; \$3.50 in Canada; \$3.85 foreign.

**THE INLAND PRINTER, 632 SHERMAN STREET
CHICAGO, ILL., U.S.A.**

WILSON ENGRAVING COMPANY

TO THE TRADE

Engravers and Printers, Embossers, Etc.

197 Princess Street,

Winnipeg

*Society Work
A Specialty*

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO WINDSOR

Classified Advertising

"A POCKET COMPANION FOR LINOTYPE OPERATORS." Price \$1. Address S. SANDISON, 318 West Fifty-second Street, New York City.

LEARN THE LINOTYPE—WRITE FOR particulars. Canadian Linotype, 35 Lombard Street, Toronto.

FOR SALE.

FOR SALE—POTTER DRUM CYLINDER printing press, in good condition; 5-col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont. (tf)

FOR SALE—MENTGES NEWSPAPER folder, in good condition. Cheap. Galt Reporter, Ltd., Galt, Ont.

FOR SALE—DAILY NEWSPAPER AND job printing plant in Western Canada. Fifteen thousand cash will handle. Excellent opportunity for live man to secure a good, paying proposition. Apply Box 557, Printer and Publisher. (4-5)

OPPORTUNITY—FOR EXPERIENCED newspaper man who can invest for himself \$7 000.00 in a daily and weekly and jobbing business. In best small daily city in Ontario. Balance of value in business can remain in business. For particulars address Opportunity, Box 561, care of Printer and Publisher, Toronto.

FOR SALE—ONE MONONA LEVERLESS newspaper press. Can be worked either by hand or power. In good condition. As room is wanted, this machine can be obtained on practically your own terms. Address The Review, Bow Island, Alberta.

AGRICULTURAL WEEKLY AND EXTRA well equipped job plant in good Saskatchewan city for sale, the only farm paper in that the best agricultural province in the Dominion.—Box 562 Printer & Publisher. 6-2

POSITION WANTED.

POSITION WANTED—PRINTER—THOROUGHLY competent in all branches of the trade except machine composition. Have experience on news, editorial and business management of newspaper. Would take full charge or any department of good weekly or small daily newspaper anywhere in Canada. Would take partnership in business after I have proven my ability if opportunity offers. Apply Box 566, care Printer and Publisher, Toronto. (8)

EXCHANGE.

WANTED—I HAVE A GOOD No. 2 WEST-man & Baker Gordon Press, which would like to deal for one that would take a quarter-sheet bill. Box 565, Printer & Publisher.



RELIABLE

Printing Inks Printers' Rollers

Owing to increasing costs of materials,
former prices on Rollers withdrawn.
Write us for new prices.

Canada Printing Ink Company, Ltd.

15 DUNCAN STREET

TORONTO

There is only one house that makes
the best in

Printing Inks and Printers' Rollers

The Ault & Wiborg Co., of Canada, Limited

MONTREAL

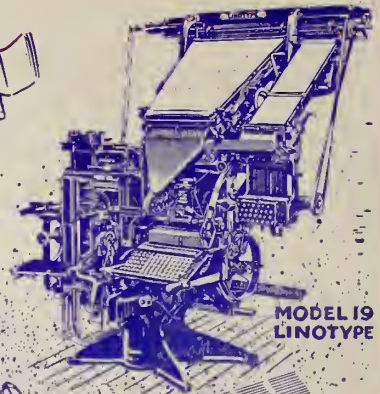
TORONTO

WINNIPEG

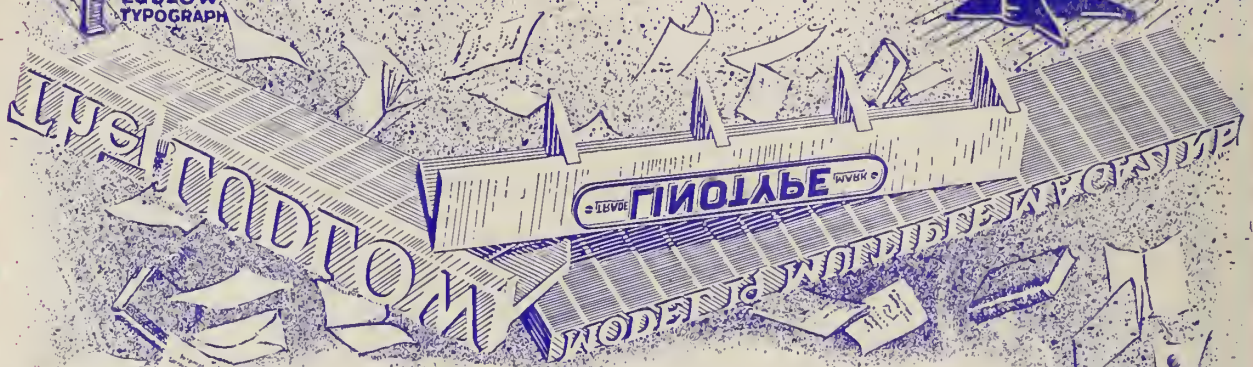


LUDLOW
TYPOGRAPH

I.C.S. ADOPTS THE ALL-SLUG WAY



MODEL 19
LINOTYPE



Volume--Economy--Profit

THE International Textbook Co. owners of the I.C.S., Scranton, Pa., introduced slug composition in their composing room by installing a Model 8 (three magazine) Linotype, in March, 1912. Since then the economy of slugs over single types became more and more apparent to I.C.S. officials.

Based on their own experience with Linotype economy the International Textbook Company has placed its entire printing plant on an all-slug basis by replacing their individual type equipment with

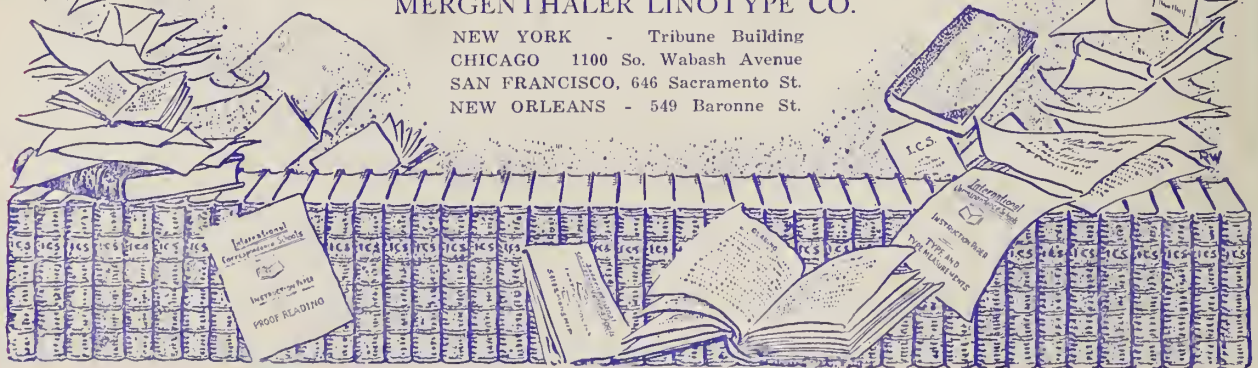
- 1 Model 8 Linotype 2 Model 19 Linotypes
- 1 Linotype Lead and Rule Caster
- 1 Ludlow Typograph

Linotype-Ludlow all-slug composition is the shortest route from copy to press. The proof of its economy is based on actual results.

Canadian Linotype Limited

68 TEMPERANCE ST., TORONTO
MERGENTHALER LINOTYPE CO.

NEW YORK - Tribune Building
CHICAGO 1100 So. Wabash Avenue
SAN FRANCISCO, 646 Sacramento St.
NEW ORLEANS - 549 Baronne St.



Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

August, 1917

The MacLean Publishing Company, Limited

Toronto : Montreal : Winnipeg

We're specialists in



Black Inks

We are the only manufacturers of the famous Non-Offsetting Halftone Black and Crow Black.

We make the Blacks that dry with a lustre.

"Used in Canada wherever Good Printing is done"

The **Dominion** Printing Ink and Color
Company, Limited

128-130 PEARS' AVENUE - - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.

WINNIPEG CALGARY EDMONTON

Chas. H. Tice,

Manager for Eastern Canada

128 Bleury St., MONTREAL

Phone Main, 5124

92 DEGREES

Hot! Of course, it was hot! Every roller made by Sinclair & Valentine stood the test—stood the intense heat and humidity. Not one “Quality” Printers’ Roller was returned to us. The best materials, the best roller man, and the newest and only up-to-date six-roller-casting Gun battery in Canada rendered our customers this unequalled service.

*Try “Quality” Printers’ Rollers
and save money. You can
get them when you want them.*

SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED

233 Richmond Street West
TORONTO, ONT.

MANUFACTURERS OF

Branches at
WINNIPEG and MONTREAL

—“Quality” Printers’ Rollers—
And Padding Gum

Better Press Work— Lower Current Cost—

WITH **KIMBLE** **A.C. MOTORS**



If you are using or can get Alternating Current Electricity, we can cut your power bill away down.

Yes, and increase your output per press, while reducing spoilage.

Kimble Printing-Press Motors give you absolute and flexible control of speeds and reduce the amount of electricity metered every time you reduce the speed of any press below its maximum.

On other motors you consume the maximum amount of electricity all the time, because the only way they can reduce speeds is by converting part of the current metered into heat!

Just stop to think: How many minutes in any day is any press operated at its maximum speed?

And the other point—that of the personal equation of the feeder. Give him instant and flexible control of speed and you give him a confidence that enables him to work up to and hold high speed without use of the throw-off, or spoilage of stock.

All this is too important to be overlooked another day. Write us now, and let us show you how, and how much we can cut your costs and increase your output.

KIMBLE ELECTRIC COMPANY

Great West Electric Co., Limited

57 Albert Street, Winnipeg, Manitoba

For all points West of Port Arthur and Fort William

Masco Company, Limited

87 Queen Street East, Toronto, Canada

For all points East of Port Arthur and Fort William

Just Received—A New Line of Ledger Paper

RESOLUTE LEDGER

Loft Dried Tub Sized Buff and White

3 Points of Excellence:

Strength
Easily Erased
Folding Quality

Stocked in White	17 x 28	35½ lb.	Stocked in Buff	17 x 28	35½ lb.
	21 x 32	50 lb.		21 x 32	50 lb.
	23 x 36	62 lb.		23 x 36	62 lb.
	24 x 38	68 lb.			

BROWN BROS., LIMITED

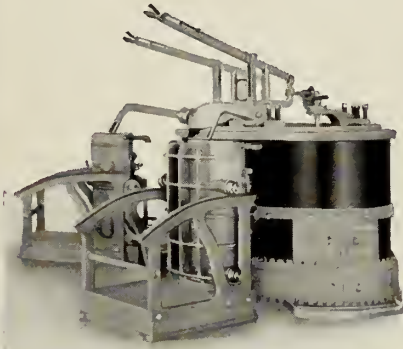
SIMCOE AND PEARL STREETS, TORONTO

PRINTERS AND PUBLISHERS

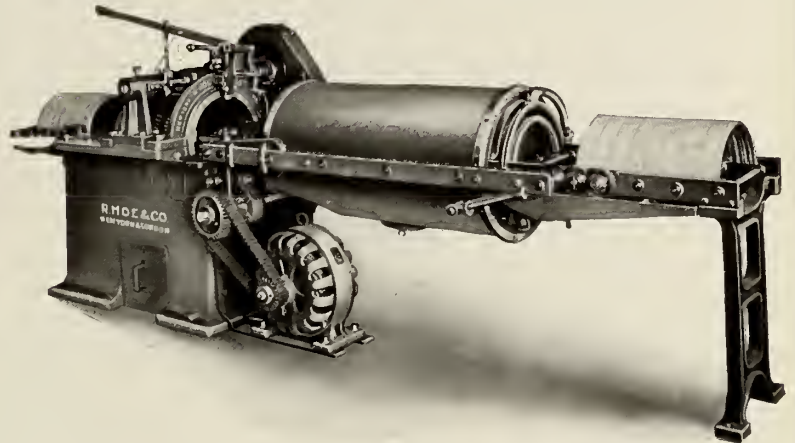
When in New York are Cordially Invited to Visit Our Factory and
Inspect Some of

OUR NEW AND IMPROVED

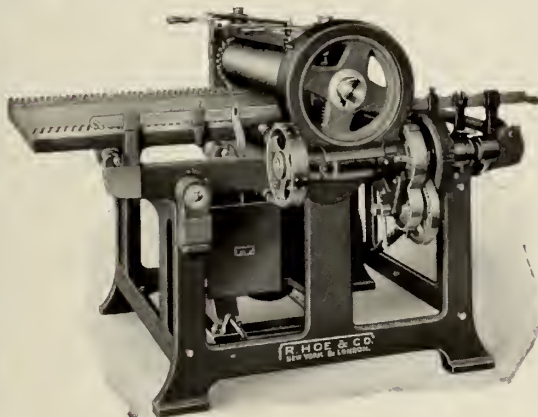
Curved and Flat Plate-Making Machinery



HOE DOUBLE PUMP FURNACE AND TWO HOE EQUIPOISE CURVED CASTING MOLDS.

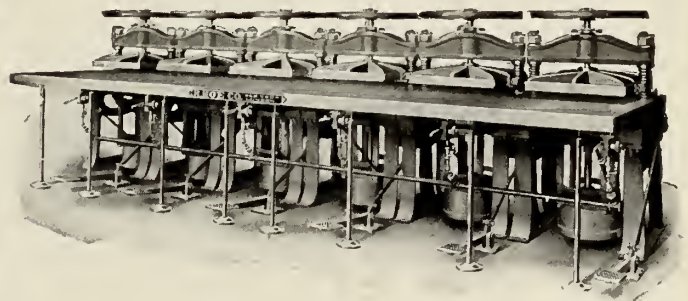


HOE AUTOMATIC PLATE-FINISHING MACHINE
Trims, tail cuts, shaves, cools, and dries six plates a minute.



HOE IMPROVED MATRIX ROLLING MACHINE

The strongest and most rigid roller made. Easy to control. Gives the most powerful and uniform impression.



HOE PNEUMATIC MATRIX DRYING TABLES

Makes the best matrices in the quickest time and in the most economical manner.

There is nothing in the line of Printing and Plate-Making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality

Efficiency

Reliability

**R. HOE & COMPANY, 504-520 GRAND STREET
NEW YORK**

BOSTON, MASS., 7 Water Street
CHICAGO, ILL., 544-546 South Clark Street

120 St. James Street, MONTREAL, CAN.
109-112 Borough Road, LONDON, S.E., ENG.



Now is a good time to
look up your wants



We can supply your needs and
assure you of satisfaction. Our line
comprises everything in

Paper Cutters, Perforators, Ruling
Machines, Embossing Machines
Folding Machines, Feeding Machines

WE MAKE A SPECIALTY OF EQUIPPING
COMPLETE PLANTS



The J. L. Morrison Co.
445-447 KING STREET WEST, TORONTO



CASHMERE COVER

(Made in Canada)

Antique Finish. Bulky.

Seven Attractive Colors.

Low in price. *Samples on Application.*



*This Design is a
Guarantee of Quality*

CANADA PAPER CO., LIMITED

PAPER MAKERS

MONTREAL

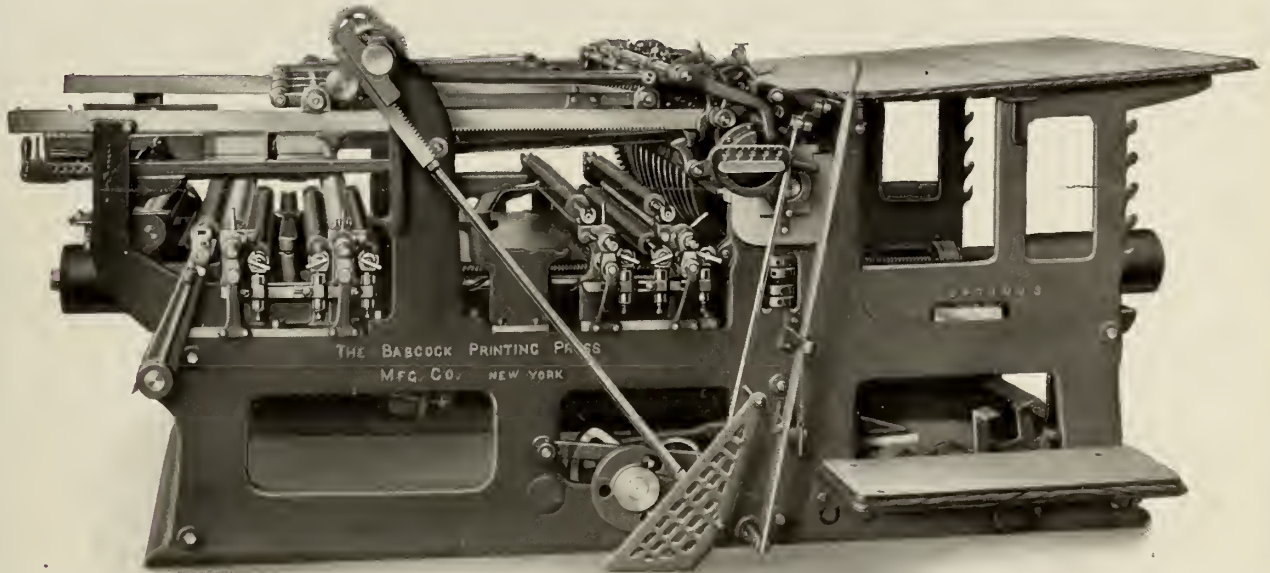
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WINDSOR MILLS, P.Q.

Colored Papers a Specialty

The Babcock Optimus

No. 43



Every requisite for fine half-tone and colorwork or for rapid commercial printing is built into the

Babcock Optimus No. 43

All composition rollers are interchangeable. The distribution is not excelled on any press of any size or make. It prints anything from a postal card to a 25 x 38 sheet and can print a 26 x 40. The press runs easily and quietly at 2500 per hour, stands low, takes up little room, is conveniently handled and, with our other pony presses, has never been approached in efficiency in printing small forms with big profits.

It's a small machine for big business.

See the Babcock Optimus No. 43 at work.

Our Best Advertisements Are Not Printed—THEY PRINT

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT

38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba

Wilson-Munroe Co., Limited

TORONTO

No Better Value at the Price

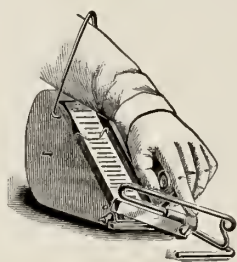
CONSUMERS BOND

(Watermarked and Plain)

We have now good stocks on hand of CONSUMERS BOND—*White and Tints*—enabling us to make prompt shipment of all orders. Notwithstanding the number of similar-priced grades of Bond Paper—we are selling more CONSUMERS to-day than ever before. *It is essentially the Bond for the Consumer.*

SAMPLES ON REQUEST.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

THE INLAND PRINTER

*The Leading Journal of the World in the
Printing and Allied Trades.*

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.

Editorials—Valuable and lively on timely subjects.

Correspondence—Questions answered and troubles in general solved.

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Inserts—Four to eight pages in colors each month.

Published monthly. Subscription price, \$3.00 per year; \$3.50 in Canada; \$3.85 foreign.

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CHICAGO, ILL., U.S.A.**

The Complete Flexibility of the Monotype takes all the limitations out of the Composing-room

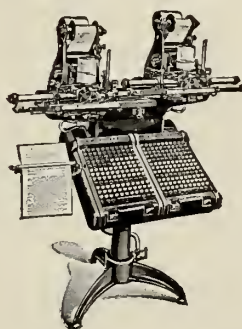
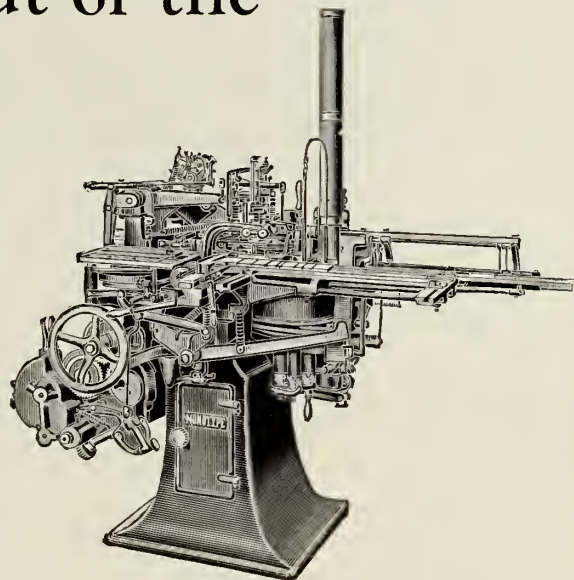
Besides setting the plain matter for booklets, circulars and periodicals, it handles with equal ease the most intricate tabular matter, the most complicated catalogs and price-lists, which are impossible except at greatly increased cost on other machines or by hand

In what would be idle time for the other machines the Monotype makes all the Type, Leads, Slugs, Rules, Borders, and spacing material necessary to keep all the hand compositors working all the time on productive work without having to lose a minute in hunting sorts or tearing down old jobs to get material to work with.

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*It Improves the Quality
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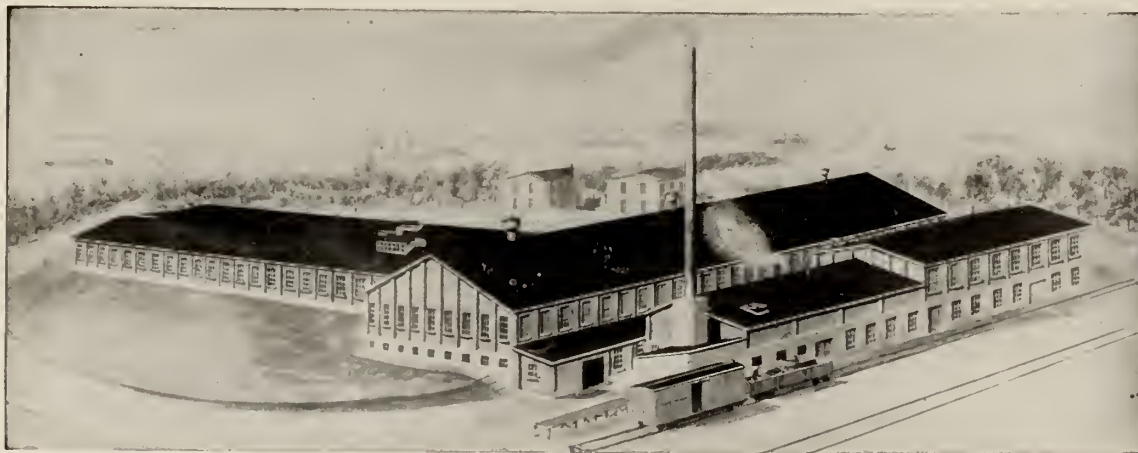
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INTERTYPE

"The *Better* Machine"

By H. R. SWARTZ, President, Intertype Corporation

(Reprinted from "INTERTYPE NEWS")

IN THIS first issue of Intertype News, and as my first word to the trade since assuming the presidency of this corporation, I would like to emphasize the fact that our Intertype slogan — "the **better** machine" — is not merely an advertising phrase. I wish that all publishers and printers could realize how much that phrase means to every member of the Intertype organization. We have all worked hard to produce a machine worthy of such a slogan; and we all believe and **know** that we have succeeded.

When this corporation commenced business it was with the understanding, approved by the men who were heavily interested financially, that no expense should be spared in building the best composing machine that money and brains could produce. The first step toward that end was the preparation of a complete list of all criticisms regarding Intertype design, construction, and operation; such criticisms being gathered from competitors, Intertype users, operators, machinists, and members of our own organization. Each criticism was then carefully considered, absolutely on its merits and regardless of its source, by a committee of experts. In every instance where a criticism proved to be justified, no expense was spared in correcting the fault, however insignificant, by improvements in design, material, or construction.

During the past twelve months more than \$100,000 has been invested in new equipment for the manufacture of Intertypes of a quality higher than ever before, with determination that every machine which leaves the Intertype factory shall, when compared with similar models of other manufacture, be recognized by operators, machinists and purchasers alike as "the **better** machine."

H. R. Swartz

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General Offices, TERMINAL BUILDING, BROOKLYN, N.Y.

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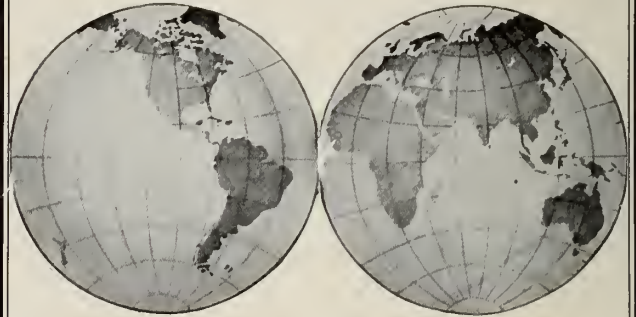
Inferior blotting will never give you good results. Try Standard.

Samples of this and the following lines mailed you free:

"Standard," "Sterling," "Curi-Curl," "Prismatic," "Defender" and "Royal Worcester" (enameled).

Standard Paper Mfg. Co.

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WORLD BLOTTING for that particular customer

Really high class blotter work calls for a paper of durability and smooth, firm finish.

That's why most good printers are using "World" Brand to-day. Thirty years' success is the record behind it.

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*the two biggest profit
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and prices tell

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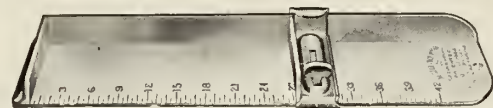
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Lies perfectly flat—No waste

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SOME REAL BARGAINS

*Presses for a few hundred dollars
and on very reasonable terms*

Here's your chance to get a real, serviceable, good-as-new press at a fraction of its first cost.

We are cleaning out an accumulation of Printing Machinery taken in exchange when installing New Whitlock, Premier and other machines. We must have the room and we're going to dispose of these machines regardless of their value. Our machine shop must expand.

Illustrated here are a few of these big bargains. There are too many to show on this page, but we will gladly supply you with full particulars. And remember—we don't require all the purchase price immediately. We'll arrange terms to suit your convenience.

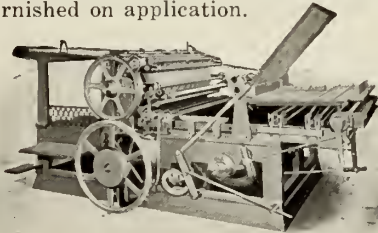
Get rid of that old-fashioned equipment now. Big prices are being paid for cast iron. And a chance like this to get a first-class press is an opportunity not to be missed.

We can tell you how to dispose of your old machine so as to cover all or most of the initial payment on one of these. Ask us.

We have many other second-hand machines and a great deal of printing office material, such as:

Job Presses, Autopress, Folders, Stitchers, Punches, Chases, Furniture, Stones, Ruling Machines, Cutters, Leads, Rules, Slugs, Type Cases, Stands, etc.

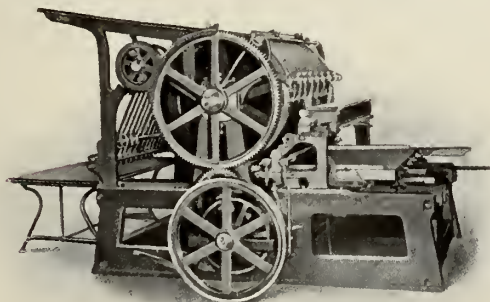
A list furnished on application.



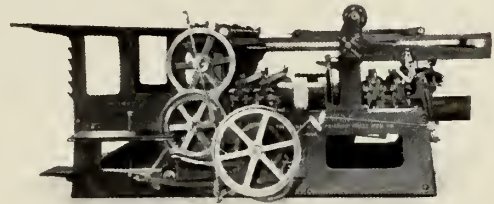
No. 1. WHITLOCK, front fly delivery, bed 37x52, 4 form rollers. 2 presses, \$300 and \$500.



No. 2. WHITLOCK, rear delivery, bed 35x52, 4 form rollers Price \$500

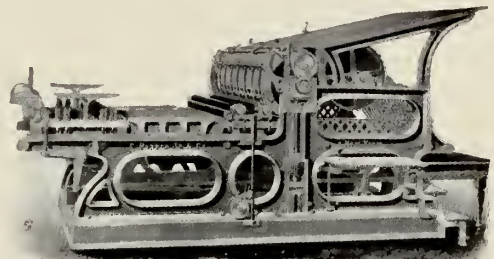


No. 3. BABCOCK DRUM CYLINDER, bed 28x40, 2 form rollers Price \$350

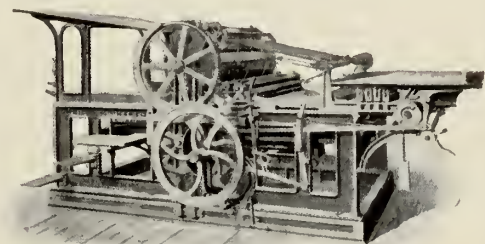


No. 4. OPTIMUS, bed 41x55, 4 form rollers; capable of finest work. Worth \$1,800.....Price \$500

No. 4. OPTIMUS, bed 39x55, 4 form rollers, fine condition; capable of finest work. Worth \$1,800, Price \$500



No. 5. POTTER TWO-REVOLUTION, rear delivery, bed 28x42; capable of handling anything a rear delivery press is built for. Name your own price. It must be moved to make room, and it cannot come into our warehouse.



No. 6. CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37x52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers; as illustrated..... Price \$450

No. 7. COTTRELL TWO-REVOLUTION, front fly delivery, bed 38x55; 4 form rollers; good condition; can do good work; must have the room....Price \$450

No. 8. Same as No. 7 in every way...Price \$450

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If in Toronto during the Exhibition weeks, call in and see us.



Reliance Plates are added prestige to your business.

Good plates are absolutely necessary to creditable printing.

Reliance Plates are all you could wish for—bright, clean, snappy—the kind your pressmen will appreciate, the kind of plates that add dignity and prestige to the finest bit of printing.

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143 UNIVERSITY AVE.

Real Bargains

Two 10x15 Universal Presses.
One 10x15 Gordon.
One 8x12 Gordon.
One 13x19 Gordon.

All rebuilt in our own factory. Guaranteed. Consult list in last month's issue for other bargains. A few dollars will give you a good machine.

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If you are printing a house organ, or contemplate printing one, let us send you a dummy made up of UTILITY-ACCORD.

UTILITY-ACCORD in the heavier weights is also suitable for covers for catalogs and special mailing pieces.

UTILITY-ACCORD is made in three weights—25 x 38—60, 20 x 25—60, and 20 x 25—120.

Samples of any or all of the seven attractive shades will be sent to you upon request.

Niagara Paper Mills
LOCKPORT, N.Y.

3000 Impressions Per Hour

On 10x15 jobs printed 2 up is a fair hand feed average for
The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression—the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

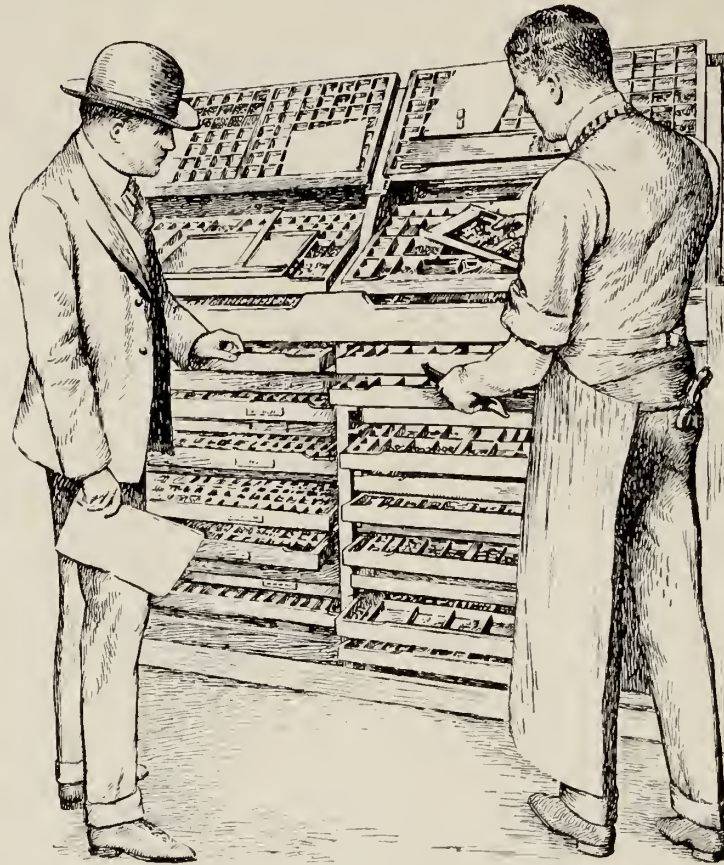
STRENGTH—DISTRIBUTION—SPEED—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for a copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
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An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.



Does Your Composing-room Inspire Confidence

in your customers, or is it a department you try to hide from "outsiders"?

An unsightly, antiquated equipment will not only lose customers, but if you hide it from yourself it will do worse still—lose profits for you.

Modern Hamilton Equipment in your composing-room will accomplish many important things.

It will reduce floor space required.

It will reduce footsteps, and thus increase profits.

It will bring system and order to your establishment, which will make it easier to get and hold good customers and good workmen.

*A visit from our Efficiency Engineer
will be mutually profitable. Say when.*

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

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American Type Founders Co., 175 McDermot Ave., Winnipeg.
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A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Suggested Fair Hour Charges for Printing

A Revision of Old Schedules Absolutely Necessary—Wage Scales and Prices of Materials Have Gone Up—Right Prices Suggested for All Operations

By F. M. KIMBARK, Managing Director, Business Systems Limited, Toronto

IN Toronto the printing trade is very much at sea as to what is a fair and reasonable hour charge covering various departments, machines or operations. This is not alone due to the fact that on June 1 the minimum wage scale advanced fully 25¢, but is also due to the tremendous increase during the past eighteen months in the cost of items going to make up the expense accounts, such as unskilled labor, rollers, oils, metals, glue, rags, twine, cases, taxes, etc., etc.

On June 23 I addressed the following letter to about forty Toronto printers:

"For over two years the cost of printing has continued to advance, and with the recent wage increase costs have taken another big jump.

In many instances selling prices have not advanced in proportion to the increased costs, due in part to the fact that the printers not operating a complete cost system have had as a guide only the selling hour price established and generally adopted some two years or more ago.

In view of the above fact, do you not think it would be a good idea if the printers of Toronto would establish a fair hour charge list—this list not to be binding on any one, but to be issued simply as a guide for all printers in general and for the education of the public, having same reproduced in the next issue of PRINTER AND PUBLISHER.

If you are favorable to the above idea, I would appreciate your comments covering the attached list, so that when all replies are in I can revise it to meet the views of the majority and send it back to you for your approval before having it issued for general use. The writer believes this is a matter of great importance and that it should receive your immediate attention."

I received twelve replies to the above letter and below will be found a synopsis of the hour charge which I suggested, the lowest and highest charges suggested in the replies and the average of all suggestions.

Returns were altered to make the average price end in either a "0" or a "5."

The schedule of average prices is suggested to the Canadian printer, not as correct charging prices, but rather as a guide to show what appears to be reasonable charging prices, based on averages from the replies received to my recent circular letter.

From the lowest and highest sugges-

The accompanying contribution is of first-rate importance. While the author's field of interest is Toronto in particular, the calculations contained in his article have significance and value for Canadian printers everywhere. As a working scale as given, or as the basis of a revision for particular localities, these suggestions gathered and presented by Mr. Kimbark are of exceeding timeliness, and are a real help to those perplexed to know what to do in the matter of a revision of present hour costs.

PRINTER AND PUBLISHER appreciates very much the privilege of being a vehicle of Mr. Kimbark's message to his brethren.

tions a fairly good idea can be had of the demoralized condition existing in the printing business. The variations in the charging prices are, in some cases, as high as 50¢; that is, some printer is willing to sell his productive hour for just 50¢ less than some other printer thinks his is worth. Surely there cannot be any such variation as this, even if the lowest price

ed printer is operating the most economical shop and the highest priced printer the least economical shop in the country.

As a matter of fact a close study of the returns of hour costs from several hundred printing plants has established the truth that the hour cost in all shops is very close together and that the efficient plant is by no means necessarily the plant with the lowest hour cost.

In other words, if a ruling machine in one plant is worth \$1.50 an hour, and in another plant \$1.70 per hour,—it does not establish the fact that the ruler selling his time at \$1.50 will turn out the work for less cost than the \$1.70 plant, because it is probable that the \$1.70 plant has the better equipment and the more expert operator, and that it will produce fully 20¢ more work in the same length of time than the less efficiently equipped and manned machine, in which case the actual cost per thousand feeds through the machine will be a little less on the \$1.70 machine than on the \$1.50 machine.

The above naturally develops the point as to what is a fair output per machine and as a guide for estimating I give portions of the schedule as published by the U. T. A.

PLATEN PRESS WORK.

Class A—Special—Envelopes, postal cards, tags not strung, ordinary business cards, im-

COMPOSITION—	Suggested	Lowest	Highest	Average
Hand	\$2.00	\$1.50	\$2.00	\$1.75
Linotype	3.00	2.25	3.00	2.70
Monotype keyboard	2.00	1.67	2.00	1.85
Monotype caster	2.00	1.67	2.00	1.85
PLATEN PRESSES—				
10 x 15 and smaller	1.45	.75	1.50	1.30
13 x 19	1.60	.90	1.60	1.45
14 x 23	1.75	1.00	1.80	1.60
CYLINDER PRESSES—				
19 x 25 and smaller	2.20			
22 x 34	2.35	1.50	2.25	2.10
25 x 38	2.50	2.00	2.50	2.35
31 x 42	2.65	2.00	2.65	2.45
33 x 46	2.80			
38 x 52	3.20	2.00	3.00	2.70
Larger than 38 x 52	3.60	2.00	3.25	2.85
Two-color presses additional	50%	25%	100%	66 2-3%
BINDERY—				
Ruling machines, single	1.60	1.50	1.70	1.60
Cutting machines	1.50	1.25	1.50	1.45
Girls' small machines	1.00	.75	1.00	.90
Men's hand	1.30	1.00	1.30	1.20
Girls' hand90	.45	.90	.75

prints, dodgers, and labels on M.F. paper. Black ink only. Press, not larger than 5x8.

Class A—Bill heads, letter heads, note heads, envelopes, medium grade cards in one color, labels, circulars without cuts, blank-book headings, and black job work containing type only—generally.

Class B—Job work containing line cuts and type in one color, colored ink work in a single color, rule work, forms containing perforating rule or numbering machines, the make ready of bronzing work, and work in two colors not requiring registers.

Class C—Jobs with square or outlined

half-tones (no vignettes) color work requiring register, gold or other metal ink work, solid tints that do not require double rolling and the running of machine bronzing work.

Class D—Half-tones (vignetted, square or outlined) on coated paper, cover work in heavy bodied inks, solids that need double roll, color work requiring close register square finish stipple color work.

Class E—High grade half-tone work, vignetted stipple color work, high-grade color work, art work, extra heavy forms of cut or tint work, embossing, the running of hand bronzing work or other work that increases the wear and tear on the press or that requires very elaborate make ready. Explanation of Flower Press Work Scale—Make ready, following make ready, under each class is the time of make ready expressed in hours and minutes.

RULING MACHINES—Recently there has been a decided change in estimating ruling. The latest and best suggestion is to figure setting pens as a separate operation, and the running at so much per thousand running inches through the machine—dividing the work into two classes, that is cheap work, such as order blanks, etc., and good work, such as ledger work, etc. I would suggest the following scale be used in estimating.

Setting pens, Feints..... 2c per pen
Setting pens, Striker 3½c per pen
(Double pens to be counted as two pens)

Ruling, cheap work, Feint lines, 5c per M. running inches.

Ruling, cheap work, Striker lines, 6c per M. running inches.

Ruling, good work, Feint lined, 5½c per M. running inches.

Ruling, good work, Striker lines, 7c per M. running inches.

CUTTING MACHINE—Bear in mind that if an operator makes thirty trips of his machine per hour, he is doing an average cutter's work and if his machine is worth \$1.50 per hour, each trip of his machine is worth 5c.

MISCELLANEOUS BINDERY OPERATIONS — It would be safe to say that the costs of these operations have increased fully 50% in the past two years. This is especially so where such miscellaneous items as strawboard glue, wire, thread, etc., are included in the expense account. Therefore, if you have been figuring \$1.00 per M. on some operation in the past you should figure to-day at least \$1.50.

For example, take padding of 8½x11 letter heads. The recognized charge on large orders was formally 10c per M. It should to-day be 20c, but by all means figure 15c, and even at that you will have hard work breaking even.

If you, as a printer, feel that you can not get the business on an even basis with your competitor at the average hour scales given herein, don't figure less than 10¢ off the above schedules,—for if you do you are liable to lose money; and besides this there is no necessity of going lower, for if a job is to be placed on price consideration alone, it will go to you just as quickly if your price is only 10¢ below the other fellow's, as it would if it were 50¢.

COMPETITION

THE basis of the old competition is secrecy; the strength of the new is knowledge. The essence of the old is deceit; the spirit of the new is truth. Concealment characterizes all the dealings of the old; frankness is vital to the new.—Arthur Jerome Eddy in his "The New Competition."

EXPLANATION OF THE CYLINDER PRESS WORK SCALE.

MAKEREADY—Following makeready under each Class is the time of makeready expressed in hours and fractions of hours.

RUN—Following run, under each Class is the number of impressions per hour.

SLIPSHEETED—Following slipsheeted under each Class is the number of impressions per hour.

Size Sheet		CLASS "A"	CLASS "B"	CLASS "C"	CLASS "D"	CLASS "E"
22 x 32	Makeready (in hours)	2.	4.	8.	13.	21.
or	Run (M. impressions)	1025	975	925	825	625
smaller	Slipsheeted (M. impressions)	950	900	850	750	575
25 x 38	Makeready (in hours)	3.	5.	9.	14.	22.
or	Run (M. impressions)	1000	950	900	800	600
smaller	Slipsheeted (M. impressions)	925	875	825	785	550
33 x 46	Makeready (in hours)	4.	7.	11.	17.	26.
or	Run (M. impressions)	950	900	850	750	550
smaller	Slipsheeted (M. impressions)	875	825	775	675	500
38 x 52	Makeready (in hours)	5.	8.	12.	18.	28.
or	Run (M. impressions)	925	875	825	725	525
smaller	Slipsheeted (M. impressions)	850	800	750	650	475
Larger	Makeready (in hours)	6.	9.	13.	19.	30.
than	Run (M. impressions)	900	850	800	700	500
38 x 52	Slipsheeted (M. impressions)	825	775	725	625	450

PLATEN PRESS WORK SCALE.

Size Sheet		CLASS "A"	CLASS "B"	CLASS "C"	CLASS "D"	CLASS "E"
8½x11	Make ready (in hours and minutes)30	.45	1.15	1.45	2.30
or	Run (per M. impressions)	1200	1000	860	750	600
smaller	Slipsheeted (per M. impressions)	1050	900	790	675	550
10 x 15	Make ready (in hours and minutes)40	1.00	1.40	2.20	3.20
or	Run (per M. impressions)	1000	890	800	670	550
smaller	Slipsheeted	900	800	700	600	500
13 x 19	Make ready (in hours and minutes)54	1.21	2.15	3.06	4.30
or	Run (per M. impressions)	900	800	700	600	500
or	slipsheeted (per M. impressions)	810	725	630	540	450
14 x 22	Make ready (in hours and minutes)	1.15	1.50	3.00	4.10	6.00
or	Run (per M. impressions)	800	700	600	525	450
	Slipsheeted (per M. impressions)	725	630	550	485	425

CYLINDER PRESS WORK CLASSIFICATION.

CLASS "A"

FORM Plain type.
Electrotyped work (without illustrations).
Blank book headings.
Job work (from type only, generally).

STOCK..... Machine finish.
Cheap Super Calendered.

PRESS WORK AND INK. Black only

CLASS "B"

FORM Illustrated work (line or wood cuts).
Rule work.
Numbering machine work.
Make ready of bronzing work.

STOCK..... Super Calendered.

PRESS WORK AND INK. Black.

Colored (in one color).
Colors (two colors, not requiring register).

CLASS "C"

FORM Illustrated work (sq. or outlined half-tones, no vignettes).

STOCK..... Coated.
High Grade Super Calendered.

PRESS WORK AND INK. Colored (requiring register).
Solid tints.
Gold or other metal work.
Running of machine bronzing work.

CLASS "D"

FORM Fine illustrated work (vignetted, outlined and sq. finish half-tones, using hand-cut or process overlays).

STOCK..... Coated paper
Cameo Plate or Coated Book, dull finish.

PRESS WORK AND INK. Fine color work requiring close register.

CLASS "E"

FORM Fine art work (profusely illustrated with half-tones, using hand-cut or process overlays).

STOCK..... Coated Book, Cameo Plate or Coated book, dull finish.

PRESS WORK AND INK. Extra fine color work (made ready and run with special care).
Running of hand bronzing work.
Work that increases the wear and tear of the press.

SELLING RATES FOR PRINTERS

(Letter to the Editor)

ON looking over your July issue which just came into the office this morning, it occurred to the writer that you could, at this time, do a lot of very good missionary work regarding the printers generally increasing their selling rates.

As you doubtless know, new arrangements have been made in Toronto and Montreal in reference to the labor situation. Wages have gone up at an enormous rate which naturally has increased our costs very materially. There have been certain set rates which printers have been working on so far as selling goes, and these have been established for some time and have not been increased. The point now is, how many printers will increase their selling rates even in the face of the large increase they have had to face in the labor as well as in the paper and ink market? We enclose herewith a proof of a small card which we are sending out as an envelope stuffer to our customers. This will possibly give you a better idea than any letter we could write you.

Do you therefore not think it an opportune time for you to bring out some good, strong articles on printers generally increasing their selling rates per hour, in view of the added cost per hour which they are now up against, as compared with even two or three months ago. It is quite true that some of the larger houses and even some of the smaller ones have increased their rates and selling prices slightly, but by no means enough. The writer personally thinks that you could do a great deal of good amongst the printing trade by running a series of articles along the above lines. If you get the average hour cost prior to the labor increase from several of the printing offices in Toronto, and the average hour cost subsequent to the raise and show a concrete instance of the additional cost per hour, it would likely do more towards inducing the printers generally to increase their selling rates per hour accordingly than anything else.

We shall be glad to hear from you on the subject.

Southam Press Limited,
W. W. Southam.
Manager, Montreal Branch.
Montreal, July 19, 1917.

COST OF PRINTING

IT is common knowledge that the printer is the last of commercial institutions to apportion to his clients a just share of the cost of production, and if at all possible will carry the lion's share of the burden himself. Occasions occur, however, when he must to some extent at least consider himself, if he desires to remain in business, and the present situation is urgent and calls for action.

We have always tried to co-operate with our customers, and to consider their difficulties before our own, and in doing this we have carried the increasing problems up to the present time practically without disturbing the prices charged before the beginning of the war, but the continuous rise in the cost of materials and the general and heavy advance in the price of labor which came into effect on the first day of June, makes it impossible to continue our good intentions in this direction and an increase in our charges

becomes absolutely necessary if we are to maintain our establishment.

The foregoing is the text of an announcement made by the Bryant Press, Toronto, to its customers. Other printers ought to do similarly.



INCREASED PRICES for all printed matter are absolutely essential in order to justify an adequate return on investment in printing equipment to-day. The moderate advances in printing prices up to the present have by no means kept pace with the rapid and enormous increases of materials and labour which the printers are obliged to purchase. The following is a list of some of the advances as compared with prices in effect before the war.

Paper . . 50% to 275%
Labour . 20% to 35%
Ink . . . 50% to 350%

We greatly appreciate the business from our many customers and our only hope is that such increases as we may add to their future printing bills, as compared with the old, will be accepted in the light of quality, service and our endeavour to justify a fair return on the investment in our equipment.

SOUTHAM PRESS LIMITED

TORONTO MONTREAL

Members Graphic Arts Section
Canadian Manufacturers Association

This card, as a "stuffer," is being distributed by Southam's, Montreal and Toronto. Other printers have been doing similar preparatory educational work. All printers should send out something of the same general sort.

ANNUAL CONVENTION U.T. & F.C.A.
THE thirty-first annual convention of the United Typothetae and Ben Franklin Clubs of America will be held at Chicago, September 17, 18 and 19, 1917, in the Congress Hotel.

The convention of the United Typothetae and Franklin Clubs is less of an entertainment and more directly devoted to the business of the industry. Canada should send a good representation.

A. C. L. TAPLEY

ON DOMINION DAY last A. C. L. Tapley, late manager of the Royal Print and Litho, Limited, left Halifax, to take up the duties of his new appointment in connection with the Canadian branch about to be established in Toronto by the Kalamazoo Loose Leaf Co. During the four years that Mr. Tapley held his position in Halifax he proved himself worthy of the confidence of the public and the respect of all his associates. Before leaving, he was presented with a beautiful silver smoker's companion.

Nearly all the knowledge as to printers' costs has been acquired at the expense of some printer's burnt fingers.

GETTING HIGHER PRICES FOR PRINTING

AMONG those who have issued announcements to their customers concerning the increased costs of printing, and who have sent PRINTER AND PUBLISHER copies of their announcements, are Southams, Toronto and Montreal; the Bryant Press, Toronto; and Hunter-Rose Company, Toronto. The text of the card sent out by this last-named firm, relating to figures, is as follows:

Articles	For. Price Per lb.	Pres. Price Per lb.	Percent. Increase
BOOK PAPERS—			
News Print....	2¾	4½	64
Extra Print....	3½	6	72
Colored Print...	5	9½	90
M. F. Book....	4¾	10½	121
S. & S.C. Book.	5	10¾	115
English Finish.	5½	11	100
Eggshell Book..	5½	12¼	123
Laid Book.....	5½	11	100
MANILLAS—			
Manilla Flats..	5	8½	90
Kraft Wrapping	4	10	150
Express Wrap..	4	9	125
COATED—			
No. 1 Enamel..	8¼	15	61
No. 2 Enamel..	7¼	12¼	69
BONDS—			
Bond Papers...			50 to 140
Flat Papers....			50 to 150
MISCELLANEOUS—			
Env., all grds..			50 to 150
Twines			50
Inks, all grades			25 to 300
Rollers			125
Type Metal....			30
Engravings			25 to 40
Electrotypes ...			25
Binding Leather			33 1-3
Glue			100
Benzine	13	32	147
Printing Mach..			25

	Rate (as agree.) 1913	Rate (as agree.) 1917	% Incr.
LABOR—			
Hand Comp...	wk. 48 hrs. \$18.50	24.00	30
Machine Comp.	19.50	24.00	24
Pressman ...	20.00	25.00	25
Pressfeeder ...	13.35	18.00	35
Bookbinder ...	18.00	23.00	30

It will certainly help all printers to get more for work, and to win over their customers to consent to higher rates, if every printer will send out some printed statement similar in character to the Southam announcement shown on this page, or containing the material given above. Taking one's customers into one's confidence in this way removes the suspicion that any increases in charges made by a printer are arbitrary or baseless. With the facts possessed every buyer of printing must see and admit that higher rates for printing are not only justified, but absolutely necessary.

GIFT TO THE BODLEIAN LIBRARY

THE gift recently announced of a copy of the First Folio Shakespeare to the Bodleian Library could not have been accepted had the custodians adhered strictly to the rules laid down by the founder. Bodley himself proposed to exclude all dramatic literature from the library on the ground that "even if some little profit might be reaped (which, God knows, is very little) the benefit thereof will nothing counteravail the harm that the scandal will bring upon the library when it shall be given out that we stuffed it full of baggage books."

PRINTERS AND CO-OPERATION

C. STANSFIELD HICKS in an address of the London (Eng.) Master Printers' Association, on the subject "Printers and Co-operation," said in the course of his address:

It is quite evident to any thinking man that labor will not be content after the war with low wages and pre-war conditions, nor will costs of living and general prices go down for some time. It seems to me to be obvious that now is the time to deal with labor on broad lines fair to all, to secure its co-operation against cutting prices, which means low wages. You are well aware of the greater productivity of the worker in the States and Canada as compared with this side. One reason for this is climatic, and that we cannot alter. Another is the different attitude of trade unions, who there, allow a man to work to the full extent of his ability so long as his pay is adequate. Again there is the fact that the employers recognize that the highly paid workmen of large productive capability are the cheapest, and are quite prepared to pay high wages.

Over here there is a mutual distrust. The employer dislikes paying high wages and the workman has found that where a basis has been arranged on which he has earned good money, efforts are immediately made to alter or cut down such a basis. For this and other reasons the unions endeavor to protect the men by restricting output. Both lines of action are wrong and against the interests of any trade and of the nation.

It is difficult exactly to say how the blame should be apportioned, but it is evident that to alter these conditions it is necessary that employers show distinctly that they are perfectly willing to pay full rates and to abide by any arrangement which they suggest, and as the most educated of the two parties it is for them to take the initiative and educate labor to see that large wages can only be obtained by increased output, and on such conditions they are ready and willing to pay adequate wages.

There is, however, gentlemen, another factor which has often struck me very much in the States and Canada, and which is largely different here, particularly in the southern districts of England, and that is the general attitude of the employer to the workman.

On the other side one man may have a million and be an employer, and many of those who work for him may have little or nothing of capital, but beyond the mere money the difference between the two classes is very little. The workman considers himself quite equal as a man to his employer, and sees no reason why one day he, too, should not have a large business of his own. The servile element is almost totally lacking. I am afraid, gentlemen, that here the employer generally acts as if there were a great gulf fixed between him and his employees who are treated as a different order of beings. This is not a good thing for any trade, for unity and identity of interests should exist to the greatest extent possible to get the greatest results, and servile labor is never equal to that of the free man.

Quite outside this I am satisfied that after the war the conditions of labor must be essentially altered, and that this wide line of demarcation between employer and employed will have to be washed out and the men accepted on practically equal terms. I also believe that we shall not speedily come down again to extreme low prices. For one thing, the cost of living will prevent it, and again people do not easily go back on the style of living they are accustomed to. The craze for low prices in the past has been a bad thing, for by it satisfactory wages and good work have been made very difficult of attainment. It seems to me that wages in many cases are even now too low for skilled workmen, such as compositors. Surely you would not at all mind seeing these rates of pay increased if at the same time you could secure the co-operation of the men to see that fair prices were paid for good work so that a fair percentage on capital was assured. After all, their interests and yours are identical. As a trade, you are one entity, and if you could satisfy

them that you meant to deal fairly in the matter they are quite astute enough to see that on cut prices high wages cannot be paid, and, from my experience with British working men, I believe that it is quite possible to get your men to work with you if you only approach them in the right way. The effect of such co-operation would be that the men would consider unfair and price-cutting houses as blackleg, and would walk out, making the present combinations for maintaining prices unnecessary.

With regard to competition, the only way to produce cheaply is by good buying, efficient business management, and an out-turn of work commensurate with the wages paid. I believe you will find in the long run that low-priced men are dear, and any way, whether you like it or not, I think you may take it that after the war you cannot hope to get men on low wages and poor conditions for themselves.

PRINTING, PUBLISHING, PAPER IN CANADA

NEWSPAPER offices were reported active in practically all cities in the Maritime Provinces, though job offices in a few instances were quiet. At Montreal there was a decided falling off in the quantity of work available for printers, and this slack condition was expected to continue, throughout the summer months. In other Quebec cities, however, there was a fair amount of activity in newspaper and job printing. At Toronto, printers, bookbinders and allied trades had steady employment, and stationery and paper box establishments were working to capacity. Hamilton also reported activity. At London and St. Thomas the printing trade was reported active, with a demand for additional help, and other Western Ontario cities reported activity. At Winnipeg, printing and publishing houses were busy, and in binderies there was a demand for experienced girls. Regina reported newspaper and job printing offices active and help in demand. Activity in the newspaper and publishing group was reported at Calgary and Edmonton. At Vancouver, newspaper offices were active, but job offices were only fairly busy. Victoria reported all branches of the printing trades fairly active.—*The Labor Gazette* for July.

WESTERN CANADA CONFERENCE

THE Western Canada Conference of Typographical Unions was organized in the board of trade rooms, Moose Jaw, on June 2, 1913, "Johnny" Bleaken (recently returned from the front), and "Andy" Davison (now on active service overseas), along with other prominent members of Calgary union, were directly responsible for the gathering together of representatives from a number of unions in Alberta and Saskatchewan, with the result that organization was completed, G. H. Merlin, of Regina, being elected president, and B. W. Bellamy, of Medicine Hat, secretary-treasurer.

The benefits of such an organization became apparent in the succeeding months to every union in the two provinces. Typographical unions exist in Edmonton, Calgary, Lethbridge, Medicine Hat, Swift Current, Moose Jaw, Regina, Saskatoon and Prince Albert, and each of these unions became affiliated with the original organization which was confined to the provinces west of Manitoba.

In the year 1914 a most successful convention was held in Medicine Hat; in 1915 Saskatoon was the convention seat; and last year Edmonton union entertained the convention.

During the past year Winnipeg and Brandon unions affiliated, and the continued growth in numerical strength, and the increasing manifestation of interest in

the work on the part of the local unions, is self-evidence of the beneficial features of the organization.

Until last year the executive consisted of three officers, president, vice-president and secretary-treasurer. This has since been enlarged to provide for a vice-president representing each of the three provinces. In 1916, prior to the convention, President Gordon, of Saskatoon, enlisted for overseas duty, and was succeeded by D. K. Knott, of Edmonton.

ROMAN-GOTHIC WAR

IN THE midst of the world war the German papers have a war of their own, which does not lack ferocity if, instead of blood, only ink is shed. The casus belli is the charge that one of the chief reasons for Germany's being so misunderstood by all the rest of the world is to be found in the German characters used in printing and handwriting.

This cry was first raised by a Rhenish manufacturer of pens, but was soon taken up by many newspapers, while other newspapers, mostly Conservative party organs, intrenched themselves behind tradition to fight off the onslaught of the iconoclasts. The latter, led by the *Berliner Tageblatt*, sought to prove that many foreigners would not take the trouble of learning German for the mere reason that they would not only have to learn to speak a new language, but also to write a new alphabet. If Roman characters were used instead of the German, the *Tageblatt* urged, there would be many more students of German literature, and German ideas would become better known and more appreciated by the rest of the world. It was also contended by the modernists, that the so-called German characters had been developed from the Gothic, which would give them a French origin, and that, therefore, the enemies of the proposed reform were really fighting for something that was not German at all. Lastly, it was argued that Roman characters were more easily read, and less trying to the eyes than the somewhat twisted German characters.

As to the contention that the German characters are of French origin, the Conservatives quote whole libraries as proof that they are absolutely home-grown, and that Gothic is only a somewhat independently developed branch of German.

The battle is by no means ended, but the Conservatives received a severe blow recently when in both the Turkish and Bulgarian Parliaments the adoption of Roman characters was advocated.

COUNTRY FIELD FOR WOMEN

IN AN address delivered before the women of Louisiana State University at the time of a recent vocational-guidance week, Hugh Mercer Blain, professor of English and director of the Louisiana Department of Journalism, declared that the real opportunity for women who contemplated a newspaper career was in the country field. Professor Blain said that the opportunities for women in city newspaper work were limited, but that there was no limit to the genuine opportunities in country newspaper work for the woman of ability who was willing to work.

A printer may have a lofty aim and still be a poor shot.

A Profit on Every Job---Solving the Problem

Methods that Failed—Buying Volume at Too High a Price—A Policy That Got Orders—Analyzing the Business—Getting Daylight and Wisdom—Methods With Hooks in Them—A Careful Cost System

By C. H. RHODES, in *System*

IN THIS article I am going to describe some of the methods we have found most effective in building up our present successful business. Also, because I think our experience may help other concerns which are perhaps puzzling over some of the same problems we faced a few years ago, I am going to tell first of all about some of the methods we tried and found wanting.

WHEN VOLUME OF BUSINESS COUNTED MOST

The idea that dominated our sales methods seven years ago was: results are the only factors that count; get the business regardless of the expense. Usual business-getting plans were not bringing results. Our printing plant was equipped to do a business of from four to five hundred thousand dollars a year and the factory was in urgent need of orders to keep the presses running at a profit.

Only a small margin had been allowed for selling expense. We believed that by devoting more energy and a larger proportion of expense to the selling end of the business, we could not only keep the plant operating at full capacity on a profitable basis, but could maintain a constant source of orders and reorders. Furthermore, as the volume of business increased, we believed we could materially decrease factory costs. This was important. Most important of all, we felt, was first to get the business.

Local competition was keen. Realizing that it would take considerable time to develop further the immediate field on a quality and service basis, and having no inclination to go after competitive business by "price war" tactics, we decided to build up city trade as rapidly as possible and to look farther afield for the necessary additional business.

THIS PLAN OF GETTING BUSINESS WAS TRIED FIRST

Our first step was to investigate the surrounding territory. In close connection with five states, I became convinced that we were apparently on the edge of an undeveloped field. In most of the small towns there were one or more retail, jobbing, and manufacturing institutions using various kinds of printing. These firms were filling a portion of their needs locally and the balance among larger out-of-town establishments. Few of these firms were giving all of their printing to any one plant. Most jobs were being let "on price," and the results they obtained looked "cheap."

In talking to manufacturers, jobbers, and retailers in this territory, I found many firms viewed their catalogs and other printing largely as a matter of expense. Show the majority of them how they could save money on a job and they would thrust the business into your hands. Yet on this basis, I saw that their advertising probably failed to competently describe their merchandise be-

This article appeared in "System" for April—a magazine doing most excellent work most excellently for men in business. While the printing business, to which this article by Mr. Rhodes relates, is a big business, the applications can be made with equal pertinency to the small business. Certainly the experiences, truths and points herewith presented merit the sincerest consideration of every master printer eager to get a profit on every job done.

cause, in many cases, it did not produce the expected business.

THE EDUCATION OF CUSTOMERS

From the beginning we determined to educate customers and prospects to use better printing. Having compiled a mailing list of the various firms in this territory, we started a direct-by-mail advertising campaign. Knowing the class of customers we were talking to in our advertising, we went after catalogs, labels, booklets, lithographing—everything that could not be handled by the average small printer.

Quality was the keynote of this campaign. Each month we mailed a series of folders, attractively designed and printed. These contained samples of the various grades of work we were executing, from straight printing up to four-color-process plates. At every opportunity we presented the idea that good printing is, like a good salesman, not an expense but a business getter; that an extravagant booklet is not necessary, but that a good one is; that in our belief a good catalog is one that presents the articles to be sold to their best advantage, and, like a good salesman, sells the most; further, that it is a mistake to judge any printing by its cost—the results obtained should be the measure.

We started this campaign in the latter part of 1909. Our facilities allowed us to offer customers every service, from the conception of the advertising idea to mailing the finished product. We operated our plant on a service basis and as far as practical our aim was to relieve the customer of every detail connected with working out the desired product. This series of folders told the story.

THE CAMPAIGN FAILED

While we gathered in a considerable quantity of small orders from this campaign, we did not get much of the larger business in catalogs, booklets, and so on. Our educational work brought results in many instances when we could get to a customer before he had time to figure with some other printer who happened to be willing to cut prices to get the job; but it was a slow process. After two years of experimenting we became convinced that this selling plan was not

building our business rapidly enough to be entirely satisfactory.

We next reasoned that if we were to put good salesmen into this territory, giving each a definite route and list of prospects with whom to keep in close touch, we could get the business. So we started a second campaign by personal solicitation. The business was there and in large enough quantity—if we could get it—to justify this increase in selling costs. We were able to maintain the small business which we had developed by direct-mail methods. And our road men rounded up a considerable amount of new business, including a number of large accounts. Our volume began to increase. Remember, we were prepared for a heavier selling expense, since we now had eleven salesmen on the road.

We were not prepared, however, for the condition which quickly came to light through our salesmen's daily reports. Many of them read something like this: "Called on Mr. Jones, president, Jones Machinery Company, Waterloo, Iowa, today. Just published new implement catalog; five thousand run; cover in three colors. Chicago firm got job. Nothing doing for six months." Here were time, effort, and money wasted. It seemed impossible to get to our prospects at the psychological moment.

THIS PLAN GOT A LOT OF BUSINESS, BUT—!

Again, another prospect—a live one—had a job ready to go to the printer. One of the first things he wanted to know was: "What can you do for me?" Usually, he expected about \$1.25 worth of printing delivered for one dollar. We decided to take the bull by the horns and give \$1.25 worth of printing, not only to the man who had nerve enough to ask for it, but to every customer who would give us one dollar's worth of business. We were buying volume, in other words, on the theory that once we had a man's order and turned out a first-class job we would surely get the future business of his firm. We went into this proposition with our eyes open, and did not stint on quality to make up the loss.

Soon after adopting this policy, our business went ahead by leaps and bounds. We were compelled to operate our plant overtime, and our sales established a new high record in the history of our firm. We certainly obtained volume. But our real troubles were just beginning. When the time came to readjust prices on reorders, we found there was "nothing doing." The large buyer insisted on some special inducement. Otherwise, we didn't get the business. Where our sales had increased 25 per cent. in twelve months, our selling costs had hit the roof.

ANOTHER PLAN ALSO FAILED

It was perfectly obvious that our increase in volume was due to the fact that we had placed a premium on business by

offering customers a price inducement for their orders. Another fact—far more important—was that our profits for an entire year had faded away. Figure the ordinary percentage of profit on a volume of nearly \$500,000, and then imagine losing that amount out of your vest pocket—and you will know exactly where we stood. Right there we stopped. We admitted our business-getting methods were a failure.

Our first move toward retrenchment was to call in our traveling representatives, stop giving price inducements to customers, and to take only the business we could handle at a definite percentage of profit. Our next step was to analyze our natural trade territory. With sales records on one hand and a map spread out before me, I started in to figure.

THE VALUE OF ANALYSIS

Sales records revealed the fact that we had been getting our percentage of business which we went after within a radius of five hundred miles. Also, our largest losses had occurred when we crossed this line. Using our plant for the dead center, I took a compass and drew a circle. The edge of this circle was about five hundred miles in every direction from our factory. Here, we said, was our territory.

We likened this to a field a farmer cultivates by intensive methods. A good farmer not only cultivates the entire area of a field, but goes over it again and again and again. Our job was to cultivate all of the possible users of printing in this territory in a like manner.

In reviewing past mistakes one thing impressed us. We were holding the larger portion of business which had developed from our first direct-by-mail campaign. These orders were coming through regularly. To these customers we had continued issuing our monthly advertising folders, setting forth the value of better printing as a business asset. This building process was slow work, but it had paid, both in the city and in the outside territory. From this fact we obtained the key to our next plan.

ALWAYS THE MAILING LIST

First, we made up new mailing lists, using classified telephone and city directories, trade and commercial agency rating lists, salesmen's reports, and state records of incorporation. When we had listed all the possible firms in this territory with which we might do business, the question came down to methods of getting business with the least amount of expense and wasted effort.

We concluded that first of all we must know whether or not a prospect was a user of printing. Next we must know something about his business. Here, for example, is the Utility Manufacturing Company, of Clarinda, Iowa. Who is at the head of this firm? What are they—dealers, garage owners, or repair men? What printing do they use, if any? Where do they buy their printing?

We decided we must learn all these facts. To do this we adopted a simple system.

We did not believe that an ordinary circular letter would bring the desired results. But by visualizing each name on our list as a personal call, we dictated a letter gauged to bring back some sort of a reply. This took time. When a firm did not reply to our third or fourth letter, we wrote again and enclosed a

stamped return envelope, requesting that as a matter of business courtesy we would appreciate their telling us whether or not they ever used any printing. In all, 75 per cent. of our prospects answered one of our letters. About 95 per cent. returned the stamped envelope with the information requested.

IMMEDIATE RESULTS NOT THE GREAT OBJECTIVE

After we had tabulated the facts received from each prospect on a separate card, we again started a direct-by-the-customer advertising campaign. This time we were in a smaller field, using more intensive selling methods. And we were not after immediate results, but wanted business on the "long pull."

That year our sales volume dropped off fifty per cent. in comparison with the preceding year. But at that we made a larger profit than when we had broken all sales records by offering a premium for business. We have now had this system in operation four years. This year we shall be back within a stone's throw of our high sales mark, and every dollar's worth of work leaving our factory shows our regular percentage of profit. Best of all, we are building on a solid foundation.

The success of our system is in keeping close to our customers. This is a simple matter. Each card contains all the information we need to know about a customer.

By keeping in touch with our customers by letter, occasionally forwarding to them suggestive advertising material applicable to their business or some fine piece of work a concern in a similar line may have issued, we earn our customers' good will. Gradually they come to have confidence in us. Since the shortage of paper we have kept our customers posted on the general situation.

METHODS LIKE THIS MAKE FRIENDS OF CUSTOMERS

One of our customers publishes a monthly magazine. This requires a large quantity of paper each month. At the very beginning of the increase in paper prices we took the initiative and purchased an entire year's supply for this customer. In his reply to the letter which we wrote telling of our action, the customer clearly showed his appreciation.

To other customers we often send samples of various papers we have available, showing them how to save money on their printing by substituting one grade of paper for another, without injuring the value of their advertising. These things take but little time and are appreciated by buyers of printing.

The success of our plan lies in the way we keep after prospects and customers. That means writing letters and a lot of them. While a large portion of the detail work connected with this system has been delegated to a stenographer, I personally spend at least an hour a day in going over prospects' and customers' cards, checking those we have not recently heard from, writing to them, gathering up the loose ends. I see all of our customers' letters, and know how each job is progressing.

RESULTS AND COSTS

Now, what are the results and what is the cost? We have had this sales plan in operation nearly five years. In this time we have not attempted to increase

our territory beyond the five hundred mile area. Rather, we have attempted to cultivate this area intensively. Last year we sold, in round figures, \$100,000 worth of printing to out-of-town customers. There are 1,500 firms on our list of prospects. Figuring liberally, and including, as accurately as possible, the cost of salesmen sent out in this territory last year to close orders developed by correspondence, our selling cost on this \$100,000 volume was less than \$2,000, or 2%. When you consider that the cost of reaching one person by advertising is from 1-100th to 1-300th part of the cost of reaching the same person by solicitor, our reduction in selling costs may be readily appreciated.

We are making a definite percentage of profit on every job passing through our factory. We will go the limit for any customer at any time in rendering any kind of service. And by so doing we are not only increasing our volume rapidly, but are building our business on a solid foundation. These are the methods we have found successful in selling printing by mail.

ABOUT FACTORY COSTS

Now, just a word about factory costs. We group our costs by departments. This not only enables us to keep an accurate check on each department, but on each cost item in the various departments of our business. For instance, take the direct expense of the cylinder press department. This is grouped as follows:

- Paper stock and rags, charged to make ready.
- Sundries, odds and ends, small parts, and the like.
- Repairs.
- Rollers.
- Chemicals.
- Belts and belting.

We allow a certain amount for the direct expense of this department each month. When the expense of this department exceeds the amount allowed, the foreman must explain why the increase was necessary to maintain efficiency. This means that the foreman will not allow a pound of rags nor paper to be used wasted if he can help it. As all supplies are issued from the stock room and charged directly to the department receiving them, we know when waste occurs and are able to check it immediately. The direct expense of each department is handled on a similar basis and we have effected many savings by showing our men how to conserve operating supplies.

INTENSIVE STUDY OF COSTS

After direct expense come light, fuel, and power. Some years ago we studied the comparative costs of making and buying these services. After a thorough investigation we decided that for us it was cheaper to make than to buy. We had an old plant in operation at the time and it was not giving efficient service. We put up our problem to an expert engineer. He recommended a modern plant. This plant paid for itself in a year, as we were able to manufacture light, heat, and power in excess of our demands, and to sell our surplus to firms nearby. To-day, this department shows a profit each month.

Rent and taxes come next. As we own our buildings, the only way we can effect a saving is to keep them in perfect repair.

Bad accounts do not worry us. On an average, they amount to less than ten dollars a month. If a five hundred dollar job is offered to us and we are not absolutely sure of collecting upon delivery or within thirty days, we turn it down. If we took such a job and were unable to collect, our loss would take the profit from a five thousand dollar job. Why take a chance, we ask? It's safer to turn the job down and forget it.

SPOILAGE AND ALLOWANCES

Spoilages and allowances at one time caused us a lot of trouble. These are due largely to carelessness on the part of employees. Someone lets his mind wander and uses green ink on a job where he should have used brown, he spells a word wrong, or allows an over-run. That costs us real money. We stopped this effectively by giving notice that every mistake made would be taken out of the salary of the man or woman who made it. It worked. We have few real mistakes due to carelessness.

Depreciation can be helped only by taking the best of care of all equipment, and we charge off a yearly sum on a percentage basis.

Insurance offered another chance for saving. Our building is one of the old timers. Therefore, insurance rates were high in comparison with firms operating under more modern conditions. A sprinkler system, however, effected a saving of about four thousand dollars a year on our insurance.

CONCERNING SALARIES AND WAGES

Other expenses are grouped under salaries, delivery, and "general." When I think of salaries I do not think of a scale wage but of the efficiency of the worker. We get the best men obtainable and pay them accordingly. In the last five years I cannot remember of a single employee asking for a raise. The reason is this: we base a man's salary on what he is worth to us. Take a linotype operator, for instance. The scale is \$25 a week for an average of five thousand ems an hour. If a man is capable of turning out six or seven thousand ems an hour and is being paid only the scale wage, there is little incentive for him to speed up his work. Our men, however, know that when they do seven thousand ems an hour they are going to get paid for it; and every one of them is working with that thought in mind.

Another point. Our men help each other out on all work of all kinds and they do it, not because they have to, but because they have the interest of the shop at heart and they know that it is to their advantage to increase the efficiency of the plant wherever and whenever they can. These are some of the things that have made it possible for us to reduce our cost of doing business to a very low percentage.

FREE SPACE WANTED

NEVER before in the history of American journalism have the newspapers of the United States been besieged so constantly by persons who want free space as is true to-day. War conditions have resulted in hundreds of new organizations which have shouldered all kinds of responsibilities and which are more or less dependent upon the newspapers for publicity.

GEORGE E. PEARSON

GEORGE EUSTACE PEARSON, formerly of the Princess Pats, whose story "Englander Schwein," recently appeared in the *Saturday Evening Post*, is a Canadian resident of Toronto, and on the staff of the technical papers of The MacLean Publishing Company. The story gives hitherto unpublished details in con-



GEORGE EUSTACE PEARSON

The *Saturday Evening Post* published in a recent issue a 25,000-word story by Mr. Pearson. Mr. Pearson was "gassed" at St. Julien, and his writings since on war experience have appeared in *MacLean's Magazine* and other publications. Mr. Pearson is with the MacLean Publishing Company, Toronto.

nection with the destruction of the regiment on May 8, 1915, and more particularly the experiences of Corporal Edwards of Toronto as a prisoner in Germany, including the account of his successful escape into Holland.

PRINTER AND PUBLISHER understands that an elaboration of this story will shortly appear in book form which will give the full details of Corporal Edward's two earlier and unsuccessful attempts at escape, a detailed description of the events leading up to the May 8 slaughter and certain other details of his experience not hitherto published.

JOHN WANAMAKER

JOHN WANAMAKER, the great merchant, took the occasion of his 79th birthday to declare a business man has never reached full success until he has learned there are other compensations in life than money.

Here are some other bits of advice Mr. Wanamaker handed around to callers:

"It is a great thing to show people how to work and teach them to love it.

"More people have blind minds about business than there are people with blind eyes.

"There is no better school for learning in the world, its people, customs and financial methods than the mercantile.

"To give the people greater conveniences and actual satisfaction has been my business motto for half a century.

"Patron first, merchant afterwards, is another one.

"When people get down to the fact that principles are essential for safe foundations they will not justify prac-

tices that consider only the ways that yield the quickest and largest returns in dollars and cents."

"There is no need to be concerned about the times and general business if manufacturers and storekeepers will stop nursing forebodings and raising alarms."

HANDY STATEMENT OF GAIN OR LOSS

AT THE close of every month's business, every quarter's business, and every year's business, a progressive printer has a statement made out from the records of his cost system showing what gain, if any, or what loss, if any, has been experienced within the period covered by the statement. Here's a model monthly statement:

Merchandise on hand, April 1.	\$2,485.53
Bought before April 30.	1,049.30
	<hr/>
	\$3,534.83
On hand May 1	2,477.27
	<hr/>
Value of merchandise used in April	\$1,057.56
Cylinder inks on hand April 1.	\$ 284.20
Bought before April 30.	117.20
	<hr/>
	\$401.40
On hand May 1	296.00
	<hr/>
Value of ink used in April	\$ 105.40
Job ink on hand April 1.	\$ 76.60
Bought before April 30	43.17
	<hr/>
	\$119.77
On hand May 1	70.66
	<hr/>
Value of ink used in April	\$ 49.11
Expense for April	546.36
Labor for April	2,016.95
	<hr/>
	\$3,775.38
Value of printing product, April	4,280.93
	<hr/>
Prospective gain for April	\$ 505.55

A SALE ANALYSIS

AN INTERESTING analysis has been prepared by Walter Allen Heyburn, a public accountant formerly employed by the Typothetae. The exhibit shows the relation of expense in all departments of a printing plant to the total sales. It was prepared from the books of one printer doing a high class of work as follows:

Cost of production, 70½ per cent. of sales.

Cost of selling, 8½ per cent. of sales.

Cost of shipping, 3½ per cent. of sales.

Cash discounts, 1¼ per cent. of sales.

Administration, 9¾ per cent. of sales.

Earnings, 6½ per cent. of sales.

Analyzing \$1.00 of sales:

11 cents was the actual productive labor to produce \$1.00 in sales.

27 cents the cost of paper.

10 cents the cost of other purchases.

22½ cents the factory burden.

8½ cents cost of selling.

3½ cents cost of shipping.

1¼ cents the cash discount.

9¾ cents the office management.

6½ cents the profit.

\$1.00

—The Ben Franklin Monthly.

TORONTO DAILIES RAISE PRICES

ALL SIX Toronto dailies raised their prices on August 1. The increase and present rates are indicated by the new subscription rates announced by the *Globe* and *Star*.

The new subscription rates of *The Globe* are as follows:

Delivered in Toronto and Hamilton, \$5.00 per annum.

By mail (direct to subscriber outside Toronto), \$4.00 per annum.

Single copies (everywhere), 2 cents.

The Star's new rates are in Toronto and immediate suburbs:—

By the month, 45 cents.

By the week, 12 cents.

Single copies, 2 cents.

Elsewhere than Toronto:—

By the month, 40 cents.

By the week, 10 cents.

Single copies, 2 cents.

Subscribers who receive their papers through the mails direct from *The Star* office will be subject to the following rates:

Where delivery to the subscriber can be made on the day of issue:

By mail one year, \$4.00.

By mail six months, \$2.00.

By mail three months, \$1.00.

Where delivery to the subscriber is impossible on the day of issue:

By mail one year, \$3.00.

By mail six months, \$1.50.

By mail three months, 75 cents.

OTHERS RAISE PRICES

La Tribune, the French daily at Sherbrooke, Que., has announced the adoption of the following rates to go into effect September 1, 1917: Delivered in the city of Sherbrooke: per year, \$4, six months, \$2.25; one month, 40 cents; by mail: per year, \$2.50; six months, \$1.50; one month, 30 cents; United States: \$3 per year. All the foregoing rates are payable in advance.

Two Manitoba papers have made the \$1.50 grade. The *Holland Observer* put the \$1.50 rate into effect July 5th, practically without notice, and reports that the announcement was well received. The *Pilot Mound Sentinel* has given notice of an increase to \$1.50 on August 15.

The Kerrobert (Sask.) *Citizen*, Elbow (Sask.) *Graphic*, Loreburn (Sask.) *Herald*, and the Fort Saskatchewan (Alta.) *Conservator* are also added to the list of \$1.50 weeklies. The *Nickel Range Express*, Copper Cliff, Ont., adopted the \$1.50 rate July 15th.

The *Peace River Record*, which until recently was the only newspaper published at Peace River, Alberta, has sold all along at \$2 per year.

Recently a new paper, the *Standard*, commenced publication at Peace River, and promptly announced the same rate as its annual subscription price.

MONTREAL PAPER SUSPENDS

THE temporary suspension of *La Liberté*, Tancrede Marsil's anti-conscription paper, "in order that the staff may take a holiday for two weeks," was announced last month. The editors promise that the paper will return with renewed vigor for the election fight. The publishers of the paper were unable to secure a supply of newsprint, though they claim they offered cash for it.

L'EVENEMENT AND CONSCRIPTION

"L'EVENEMENT," Quebec, has decided to change its attitude on the conscription bill owing to the course taken by the Borden Government on the exemption of "divinity students."

This Conservative organ published last month a statement declaring that it can no longer support Borden Government on conscription after the treatment given to the Catholic Church.

Last month rioters smashed the windows of *L'Evenement* and the *Chronicle*. Commenting on this act *L'Evenement* said:

It is probably futile to reason with mad people. However, we cannot but regret that wild discourses and acts of violence of a relatively small number throws so much discredit on a whole province and on an entire race. Those who wish to fight by legitimate means against policies which are not to their liking must understand that in joining league with rioters, they do considerable harm to a cause of which they are sincere champions.

Once more then let serious minded people who frequently deplore the excess of words in sections of other provinces, not imitate them, provoking them all the more by greater excesses.

Must we add, that if it is to intimidate journalists, that attacks on newspaper offices are resorted to, it is labor and sordid avarice wasted.

EDITORIALS IMPROVING

THE following resolution, moved by W. L. Buck, of Port Rowan, chairman of the education committee of the County of Norfolk, and seconded by Dr. Duncombe, of Waterford, was carried unanimously at a meeting of the County Council at Simcoe last month.

"That this, the County Council of Norfolk, assembled, record its satisfaction at the marked improvement in the editorial columns of the press of Canada since the beginning of the war.

"That the trend in this great moral and educational force should be encouraged.

"In the past great harm has come to the body politic from prejudices created and pandered to by the bias of the party press. Our newspapers should be as free from bias as the textbooks placed in the hands of the students in our schools and colleges.

"That still there is room for improvement, and we would respectfully suggest that it might be of advantage if other municipal and representative bodies would lend their support and encouragement to the end that the press of Canada may be elevated to a higher plane and moral worth."

THE SOLDIERS' GAZETTE

E. F. SLACK, writing to the *Editor and Publisher*, New York, tells the *Soldiers' Gazette*, a weekly newspaper, published by the Montreal *Gazette*, for Canadian soldiers overseas. Mr. Slack says as follows:

The *Soldiers' Gazette*, has now reached the thirty-third number of its second year.

The demand for home news from the Canadian boys at the front was drawn to our attention by the frequent requests we received from men at the front who had come into possession of tobacco sent by the *Gazette* Tobacco Fund. Operating the Tobacco Fund, as we did, we could not see our way clear to making a second appeal to the public for funds towards the cost of such a publication, and we accordingly approached one of the leading organizations of women in Montreal and laid the project before them.

They took it up and credit for the publication is given the Montreal branch of the Queen Mary's Needlework Guild. This organization was able to secure privilege in regard to transportation which a newspaper could not have obtained for itself, because if extended to one, they would have to be given to others. As a matter of fact, the contribution of the *Gazette* towards the publication of this newspaper amounts to a considerable sum in the course of the year, for the amount we receive from the Guild towards the cost of publication, even ignoring the value of the matter lifted from the *Gazette* comes far from representing the real cost of issuing it. We are, however, pleased to be able to say that the large number of letters of appreciation which have come from men at the front more than compensate us for the cost we have incurred in this publication.

The *Soldiers' Gazette* contains material from every portion of the country and for this purpose we not only utilize the news printed in the *Gazette*, but also clip from our exchanges matter of a peculiarly local interest, which we would not consider of sufficient value to interest *Gazette* readers.

We take a great deal of pride in the success of both our Tobacco Fund and the *Soldiers' Gazette*. No other Canadian newspaper has demonstrated so lively an interest in the men who have gone to fight our battles.

WINNIPEG TELEGRAM

G. F. ROLAND, managing director of the *Winnipeg Telegram* has made a statement that he had heard nothing of a report that Knox Magee, of Winnipeg, had bought the *Winnipeg Telegram* for \$250,000.

Others interested in the paper also have said they had heard nothing of the transfer. In other circles in Winnipeg there is an idea that there may be something in the rumor. The name of Edward Beck has been taken off the editorial page.

Amplifying the foregoing, is a dispatch sent to Eastern papers last month, which reads: The bailiff was at the door of the *Winnipeg Telegram* at noon today (July, 16) to execute a judgment for \$11,000 and \$9,000 costs obtained by J. A. Knott, Winnipeg furrier, who was termed a "Gum Shoeman" by the *Telegram* for alleged peddling of liquor licenses for the Government.

The *Telegram* is not paying J. A. Knott one dollar of the claim, for the reason that within twelve hours after the first public announcement of the verdict there were garnishees to the amount of \$53,963.53 filed against any money that J. A. Knott might secure through his suit.

WHAT'S TIME TO A HOG

THE mountaineer's razor-backs were running loose and feeding on such fattening forage as grass and green apples. "Why don't you pen them up and fatten them quick with corn?" asked the summer boarder. "It takes so much time to get them ready for market so long as they run wild." "Hell!" snorted the mountaineer, "what's time to a hog?"

Some printers seem to think likewise about printing presses, judging from the way they do not charge for idle time, wash-ups and other items that do to a printer's profits what green apples do to a hog—Text of Card issued by the Cincinnati Ben Franklin Club.

Hal B. Donly's Paper — The Simcoe Reformer

Founded in 1858 by Dr. William H. Oliver—William Buckingham Owned it for a Time — The Donlys Got it in 1872

THE *Simcoe Reformer* of which Hal B. Donly is proprietor and editor is ever quoted as being one of the best weekly newspapers in Canada. Its present publisher has made the *Simcoe Reformer* what it is to-day, taking infinite pride in it, putting a whole-souled energy into its production, both editorially and mechanically.

Next year, 1918, this newspaper will have attained its 60th year of age. In the meantime, in this Confederation-jubilee year, and in pursuance of its plan, **PRINTER AND PUBLISHER** is able to provide some reminiscent material relating to the beginnings and subsequent history of the *Reformer*.

HAS HAD FIVE PROPRIETORS

THE *Simcoe Reformer* has had five proprietors in its history. The founder was Dr. William H. Oliver, a somewhat distinguished writer. He afterwards founded the *Cornwall Freeholder*, but later deserted journalism and practised medicine many years in Chicago.

Dr. Oliver sold the paper to Wm. Buckingham who died in Stratford less than a year ago. He was succeeded in 1862 as proprietor of the paper by a man by the name of Reuben Thoroughgood whose



HAL B. DONLY

Publisher of the *Simcoe Reformer* since 1881.

name appears several times in connection with early meetings of the C. P. A. Thoroughgood died in 1872 and Hal B. Donly's father bought the paper. He gave the

paper in 1881 to his son, who has been its publisher ever since. In 1881 Hal Donly was not twenty years old.

During Reuben Thoroughgood's ownership most of the editing was done by Hon. M. H. Foley. Another man who is said to have written a good deal for the *Reformer* was the late Sheriff J. F. Clark, of Thunder Bay, a member of the Ontario Legislature in the seventies.

DR. WILLIAM H. OLIVER

About ten years ago, in 1908, Mr. Donly obtained from a friend in Chicago some material relating to the founder of the *Reformer*, Dr. William H. Oliver. At that time Dr. Oliver's widow was alive, eighty years of age, and three daughters and a son. The son then was a successful Chicago physician. One of the daughters was born in Simcoe, and was in business for herself, conducting a drug store in a suburb of Chicago.

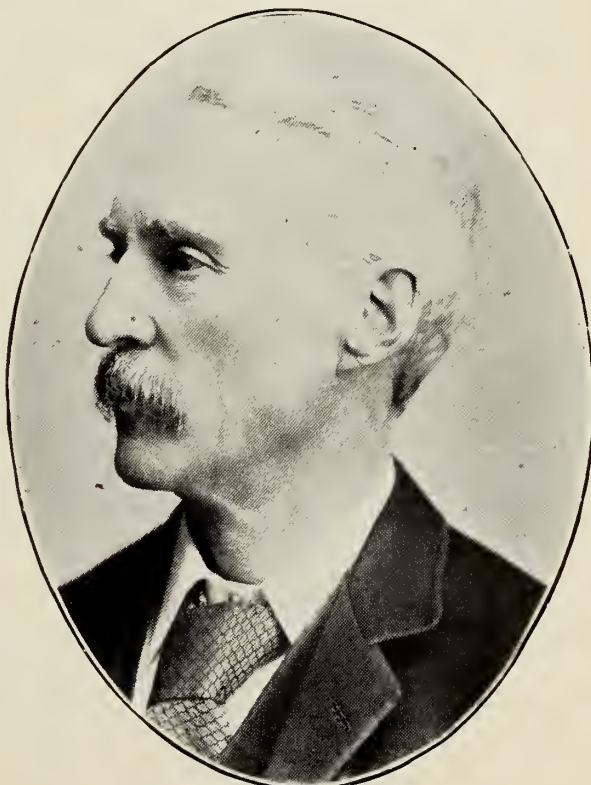
It was hoped that the investigations made in 1908 would discover the files of the *Erie News*—as the *Simcoe Reformer* was named originally—for the year and a half of its conduct by Dr. Oliver, but the quest failed.

Physically Dr. Oliver was a very small man, not over five feet tall. He practised



THE LATE DR. WILLIAM H. OLIVER

Founder of the *Simcoe Reformer*, back in the 50's; founder, also, of the *Cornwall Freeholder*. For a time he edited the *Hamilton Times*. After receiving his M.D. degree he gave up journalism, practising his profession in Chicago.



THE LATE WM. BUCKINGHAM

A former owner of the *Simcoe Reformer*, which he purchased in 1858. He was the founder of the old *Nor'Wester*, a Fort Garry pioneer paper, and owned at a later date the *Stratford Beacon*. He was the official reporter of the Confederation Council when it met in London, Eng., in 1866.

his profession in a Chicago suburb for over twenty years, and died in his 81st year. He was born in 1824, in London, England, and was engaged in journalism before he came to Canada. He left England for the express purpose of editing a newspaper published in Cobourg, where he remained for a short time. He then went to Toronto, and in 1855 went to Simcoe, where he established the *Erie News*.

After disposing of his interest in the *Erie News*, he edited the *Hamilton Times*—this in 1860.

Later he went to Cornwall, where he founded the *Freeholder*. In 1865 he took up the study of medicine, receiving his M.D. degree from Victoria College, Toronto. After practising medicine in Petrolia, he went to Illinois.

WILLIAM BUCKINGHAM BECOMES OWNER

In 1858, William Buckingham purchased the *Erie News* from Dr. Oliver.

William Buckingham had a newspaper career full of interest. Born in England, where for four years he was on the staff of the *Halifax Guardian*, he came to Canada, and connected himself with the *Toronto Globe*. Later he was associated in the establishment and publication of a pioneer Winnipeg paper—the *Nor'Wester*—when Winnipeg was known as Fort Garry. This was in 1859. He returned to Upper Canada and became owner of the *Erie News*. In 1863 he acquired the *Stratford Beacon*. He was the official reporter of the London Conference on the Confederation Bill in 1866, was private secretary to the Hon. Alexander Mackenzie during the latter's premiership, and was appointed Deputy Minister of the Interior in 1878. He collaborated with Hon. C. W. Ross in the preparation of a life of Hon. Alexander Mackenzie. In 1869, he was president of the Canadian Press Association.

His long eventful and interesting life came to an end in Stratford last year.

In 1908, Mr. Buckingham wrote, at Mr. Donly's request the record of his association with the *Erie News*—now the *Simcoe Reformer*. From that chronicle one learns that the Hon. John Charlton was a contributor to the *News* in 1861; also the Hon. Michael Hamilton Foley, for a time leader of the opposition in the Parliament of the United Provinces of Upper and Lower Canada and later Post-Master General in the Cabinet of the Hon. Sandfield Macdonald.

Mr. Buckingham was a good writer, and the *Reformer* became something of a political power in the land.

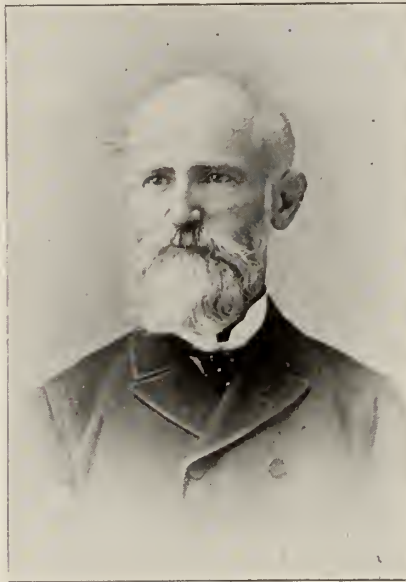
Mr. Buckingham's identification with the politics of the time, as previously outlined, led to his selling the *Reformer* to Reuben Thoroughgood who had managed the paper in his absences. It was Mr. Buckingham who changed the name of the paper from the *Erie News* to the *Reformer*.

Mr. Thoroughgood was owner of the *Reformer* from 1862 to 1872, when he sold the paper to the father of the present proprietor.

Since Hal B. Donly became owner, the *Reformer* has been improved in every way, and is regarded as a model weekly newspaper. Mr. Donly built for the *Reformer* a new home, which is considered to be one of the best laid-out and equipped country town printing offices in Canada. It is all on one floor. The quality

of job work produced by the *Reformer* office is distinctly superior.

Hal Donly is one of the strong men of the Canadian Press Association of which he was president for the year 1914-15, and in which he has held one office or another ever since almost continuously. At the present time he is the representative of the Weekly Section on the Paper Committee of the C. P. A.



A. J. DONLY

A former owner of the *Simcoe Reformer*, and father of Hal. B. Donly.

Big of body, heart and mind, vigorous in intellect, speech and action, he is an outstanding man, accustomed to burdens of responsibility and to the occupancy of posts of influence. Always, in every company or enterprise, he is regarded as a leader. His paper flourishes in spite of the intrusions on his field of dailies—this because the *Reformer* renders Norfolk county a service of the first grade. The record of success of the *Reformer* has been and should be an inspiration to numerous other publishers of weekly papers since it has demonstrated convincingly that honor, profit, achievement and influence in no small measure can be the rewards of the man who sets out to give of his best, in a big and inspiring way, for the community which it is his privilege and opportunity to serve.

D. CANNON

I MAY be mistaken, but I don't think I am, and I hate like the mischief to see a journal sailing under false colors. I have the unique distinction of being the only living one of the employees of what was the *Quebec Gazette*, the first paper published in English in Canada. And it was not all English, half of it being French. I worked on the *Gazette* from July 1, 1859, to July 1, 1861, and when we boys had spare time, we went into the safe, got the files of the first issues, and read them over. I remember distinctly reading in one of them "A fine healthy negro boy for sale."

While I was working in the *Gazette* a paper called the *Quebec Mercury* was published by one Casey. I have forgotten who was publishing the *Chronicle* when I first knew it, but I know it was purchased

by a man named Foote, who managed to put some life in the sheet, and carried it on for years.

In 1864 the publishers of the *Gazette*, I think it was Messrs. Middleton & Dawson, the publishers when I worked in it, published a centennial number with a facsimile of the first page of the first number of the *Gazette*, and I think it was about that time that the *Chronicle* purchased the *Gazette*. Having had a rather exciting experience in the *Chronicle* office one might have good cause to remember it.

I could say a whole lot more, as it makes one feel sore to hear the *Chronicle* claiming to be the first, when it is nothing of the kind. When in Quebec in 1903 as president of the Western Canada Press Association, I found two of the old employees, one Victor Cote, the other Geo. Staton, but I think they are dead now.

D. CANNON,

Publisher. *The Tribune*.

Minnedosa, Man., July 24, 1917.

LA LIBRE BELGIQUE

A MONTH or so ago the news sifted out of Belgium that the two principal clandestine sheets which had so long defied the German military authorities, the police and even the great Captain von Prieger, the head of the kaiser's secret service, were no longer pulling in unison.

These two papers, the *Libre Belgique* and *La Verite*, whose editorial and business offices, and methods of circulating are as unknown to the invaders as they were in August, 1914, developed such a petty quarrel that their friends feared lest, in a moment of anger, one or the other might publish something it would be sorry for. Exposure had been threatened by each and at last the exposure came. It was from the *Libre Belgique*. It was short, unblushing, and to the point. It read:

"Our contemporary, which is misnamed *La Verite*, has so often threatened us with exposure that we could foresee the inevitable, and now forestall it. The German Governor General has offered 75,000 francs reward for any one who shall reveal our place of publication or give information which shall lead to the arrest of our editor.

"We are worth more than that, but knowing the financial condition of *La Verite*, we dare not tempt fate longer. For what we are about to do we ask no reward, although also 75,000 francs has been offered to any one who will denounce *La Verite*. We do it for nothing.

"*La Verite* is published in Brussels opposite No. 41 on the Place des Barricades, behind the statue with the broken railing and the name of the editor is Andre Vesale. Let Monsieur le Capitaine Prieger make haste lest the bird flies."

Captain Prieger made haste. He threw a cordon around the statue, but found nothing but a dry fountain opposite No. 41. Next he instituted inquiries. He asked persons in the crowd, which was collecting and made to pass on, if they knew Andre Vesale. He realized that such a procedure was useless, but he kept on and was at length rewarded.

"Ah!" he exclaimed to a frightened old man, "you know him this Andre Vesale?"

"Yes, General, I know all about him—a great surgeon. He died I think, in 1564." You are standing behind his statue."

The Story of the Associated Press

Reprinted from *The Editor and Publisher*

THE first Associated Press came into existence sixty-nine years ago as the New York Associated Press. From that day to this it has existed, in one form or another. It was the first news-gathering organization ever formed. Original composed of but a few newspapers in New York, exchanging brief despatches with one another, it has grown to the point where the present organization comprises 1,020 members, among the morning and evening and Sunday newspapers, and operates 50,000 miles of leased wires, 28,000 in the night and 22,000 in the day service, besides maintaining smaller circuits that radiate from trunk lines in all parts of the country. The yearly expense of the organization runs between \$3,000,000 and \$4,000,000.

The Associated Press resulted from intensely keen competition among the newspapers in the middle of last century.

EARLY NEWS UNSATISFACTORY.

For sixty years prior to the organization of the first association, news-gathering methods had been improving. The scope was widened. The bulk of the population of the United States consisted of a fringe of people on the Atlantic seaboard, who were more closely allied to Europe by ties of blood than than now. There were no railroads, steamboats, or telegraph, and mighty few post roads, and those very poor. News was scant, circulations were minimum, advertising occupied very little space in the newspapers. Text matter consisted principally of communications from certain high-brow members of the community, who very frequently wrote under assumed names—among whom was that old newspaper stand-by known the length and breadth of the land as "Constant Reader." Journalists of those days realized that they were sadly handicapped in the matter of news. They sought something different. They wanted to keep the people posted. In the past the editorial columns of the newspapers seemed to be the official avenue of information, but real news, the spontaneous printing of events as they occurred, was unknown.

THE FIRST ASSIGNMENT BOAT.

Passengers from incoming ships in Boston, Philadelphia, Halifax, and New York were interviewed to ascertain what had taken place in Europe. In 1788 John Lang, who was publisher of the *New York Gazette*, began to specialize in shipping news. Shipping was developing rapidly, for the carrying trade of the new world was growing fast. His efforts met with such success that Samuel Gilbert, of Boston, went further. He rented quarters hired a man by the name of Samuel Toppliff, and commenced the systematic collection of shipping news. Toppliff introduced the first assignment book into American journalism, by utilizing a diary to post future events, such as the arrival and departure of vessels and other events. He sold his service to newspapers, merchants, and shipowners. By 1818 Toppliff had prospered to such an extent that he had a corps of correspondence in the principal shipping centres and capitals of the Old World. His success brought competition.

THE FIRST WIRELESS NEWSMAN.

Henry Blake of the Boston *Palladium*, who was one of the first Americans to develop a "nose for news," didn't wait until mail was delivered from the ships. He visited them as they came into Boston harbor. He owned a rowboat, and night or day, foul weather or fair, he seemed to live on the water—but he got the news. He was the first American newspaper man to stay on the job all the time. The man who competed with him had to forget that there was such a thing as a clock, and had to train himself to believe that sleep was unnecessary. Toppliff and Blake, then, introduced the elements that have been incorporated into modern newspaper life and which is part of the creed of the Associated Press to-day—system and tireless energy—plus accuracy.

THE FIRST "STUNT."

The next step in the gathering of news was taken by Gerard Hallock and David Hale, who purchased the *New York Journal of Commerce*. They were the first to go in for "stunts" and introduced a new element into American journalism. They constructed a fast sailing sea-going yacht, and met incoming vessels bound to New York, signalled the news to the Highlands of New Jersey, and semaphored it to their offices in New York, much to the discomfort of their rivals, who couldn't understand how the *Journal of Commerce* could get the news before the ships actually arrived. The secret was out, however when they began to extend their service by the inauguration of a pony express to take and bring news from Boston and Washington. In this way news of the happenings in Congress for the first time began to appear regularly in the papers.

Steam made it possible to run boats on the rivers and, later, trains on land. In this way the news of the country was collected in a more systematic manner. Steam power in the printing offices, better presses and an awakening sense of the people as to the news of the world, increased the demand for newspapers.

With the establishment of the *New York Sun* in 1833, the *Herald* in 1835, and the *Tribune* in 1841, began the rivalry out of which the modern newspapers have grown. The field was getting bigger all the time, and to collect the general news the papers of New York city organized what they called the Associated Press. Mr. Hallock was its head.

THE ORIGINAL AERIAL DESPATCH.

Then another man arose to battle for the news, and to fight the new association, D. H. Craig, a free lance in every sense that the term implies, left New York for Boston with an idea. He intended to revolutionize the handling of European news destined for the American shores. He began to serve his papers by telegraph long before the ships were met by the fast going yachts which were then being used. They couldn't understand how it was possible that he would put news on the wire in Boston and Halifax twenty-four hours before the yachts would meet the western bound vessels off the New England coast. Yet it was Craig's homing pigeons that were the

aerial trail blazers for the wireless telegraph of to-day. The homing pigeons reached Craig's place of business, and his news was flashed by telegraph, recently come into use in 1847, to his subscribers long before other papers got the news.

NEW ASSOCIATION.

The first Associated Press organization was not a mutual co-operative institution like the one to-day. It was controlled by a few New York papers, which sold the news to the other papers. Then came the Western Associated Press, which contracted with the New York organization for the purchase of its news. After a while, this became unsatisfactory. The Western clients had no voice in the matter at all, for the Eastern organization did as it pleased. The Western Association severed its relations with the Eastern combination in 1882, on motion of Melville E. Stone, who was a member in Chicago.

Then followed the war between the two associations that lasted for a period of ten years. Other associations sprang up, gathered news and vended it to other papers. The New York association gathered news of national import, and from European sources, and exchanged it with newspapers in the interior and the far West, but exacted in return annual cash payments. The Eastern concern had much the best of the arrangement, for this was in the good old days, when, through an understanding with the telegraph company, it was possible to get lower rates.

Then new telegraph companies began to come into the field. It was impossible for one news association to control the wire, and soon the competing companies offered the same privileges and rates to all news gathering organizations. In 1892 a powerful organization known as the United Press sprang up, and contested the field with the Associated Press. The fight was long and bitter. In the end the Associated Press won.

REORGANIZED AS A MUTUAL ASSOCIATION

In the meantime Melville E. Stone had been elected general manager of the Associated Press, and conceived the idea of making it purely coöperative in every respect. Old ideas were swept aside, and the Associated Press underwent a reorganization that gave it its present status, making it coöperative and giving all the members a voice in its conduct. As organized at the present time there is no capital, no profits, no dividends, and its membership consists of newspapers of every shade of political opinion, in all parts of the country, and includes papers printed in half a dozen languages.

HOW THE WORLD IS COVERED

The association gathers news from all over the world, having arrangements with the organizations of Europe and the Orient. Through the Reuter Telegram Co., Ltd., of London, it covers the news of the British Empire, including the colonies; through the Agence Havas, of Paris, the news of the Latin countries, France, Italy, Spain, Portugal, Belgium, Switzerland, South America and Northern Africa; the Wolff Agency of Berlin, in normal times gives the happenings in the Teutonic, Scandinavian and Slav nations. Then there are still smaller concerns, that handle the news of a single nation, with which the Associated Press is closely

allied, and in this way it keeps track of world events, bringing the news to its clients over a network of wires and cables that girdle the globe.

HOW THE NEWS IS TRANSMITTED

Some of the achievements of the Associated Press have been summarized by Mr. Stone. For example, when Pope Leo XIII. died, the news was flashed from Rome to San Francisco in twelve minutes—the people of the western coast of America knew it before it was announced in Rome. When Port Arthur fell in the Japanese war in 1896, the intelligence came through to New York in fifty minutes, passing through the hands of twenty-seven operators, few of whom could speak a word of English, but who understood and transmitted the Latin letters. The message announcing Peary's discovery of the North Pole was sent from Winter Harbor, Labrador, to Sydney, on Cape Breton Island, and from that point by cable and telegraph to New York.

Evolving out of an imperfect organization away back sixty-nine years ago, to a mutual, coöperative association to-day, the Associated Press has increased its membership from seven newspapers, to 1,020, morning, evening and Sunday. The annual cost of gathering the news, runs between \$3,000,000 and \$4,000,000, which is met by assessments levied upon the members. The amount of news transmitted over the day and night wires, amounts to about 60,000 words, enough to fill thirty-five columns of the average newspaper.

\$50,000 FOR NATIONAL NEWS SERVICE

THE Dominion Parliament passed last month an item of \$50,000 for the Canadian Press, Limited, towards the expense of the national news service. Sir Thomas White explained that the amount was designed to assist in the establishment of a leased wire running day and night to bridge the gaps between Ottawa and Winnipeg, Calgary and Vancouver, and Montreal and St. John. The object was to promote the dissemination of news to different parts of Canada. Sir Wilfrid Laurier asked if all newspapers were entitled to the service, or whether it was only limited to the Association. Sir Thomas declared that all daily newspapers were included in the Association. The item was carried without dissent.

MARITIME PROVINCE CONFERENCE

A CONFERENCE of officers and directors of the Canadian Press with the Maritime publishers was held in the executive council room of the Province Building last month. The subject of discussion was the question of co-operation for improvement of the newspaper telegraphic service of the Dominion. The President, Secretary and Directors of the Canadian Press went to Halifax to confer with the representatives of the Maritime Province dailies on this question and there was an extended discussion.

Among those attending the meeting were E. H. Macklin, of the Winnipeg *Free Press*; E. F. Slack, of the Montreal *Gazette*, President of the *Canadian Press*; C. O. Knowles, Toronto, General Manager of the Canadian Press; J. F. B.

Livesay, Winnipeg, Assistant General Manager of the Canadian Press; C. F. Crandall, Montreal *Star*, Secretary of the Canadian Press; E. L. Coleman, Sydney *Record*; P. D. McNeil, Sydney *Post*; John T. Hawke, Moncton *Transcript*; H. V. MacKinnon, St. John *Standard*; A. D. McNeil, Glace Bay *Gazette*; J. H. Burnett, Charlottetown *Guardian*; A. R. Coffin, Truro *News*; F. B. Ellis, St. John; J. C. Keating, Moncton *Times*; W. C. Jordan, St. John *Globe*.

A NATIONAL PRESS

The Fort William *Times-Journal*, says of the new National News Service as follows: No country can attain the full realization of its nationhood until it has learned to think nationally, and in order to think nationally, it is above all things necessary that it should read nationally, for it is by those things that a man reads in his daily life that the fashion of his daily thoughts is moulded.

The institution of a national press service for Canada, which takes place in the fiftieth year after confederation, marks one of the most important steps toward the building up of a real national spirit, assuring the people of Canada that the message which they receive through the medium of their daily papers shall be delivered through Canadian channels, imbued with Canadian sentiment, and covering more particularly Canadian news and opinion.

The importance which attaches to the news service of a nation may be judged by the eagerness with which a country's enemies seek by every possible means, including lavish expenditure of money, to corrupt its press, and, by the success that they attain in controlling a country's source of news, they can gauge with comparative accuracy the extent of the influence that they exercise upon the opinion of the nation. German influence in Spain, kept alive in spite of opposition, was maintained solely by German control of Spanish newspapers.

Hitherto, with much of the telegraphic news handled over American wires, and culled from American sources, it was a practical impossibility to avoid a certain amount of what may, for lack of a better term, be called an American tinge to our Canadian newspapers, and, though the hands might be those of the Canadian Esau, the voice was closely allied to that of the Jacob of the United States. Not that we have any desire to disparage the work of our new allies, but that, if Canada is to develop an independent nationhood, it is desirable that she should be free to strike out a line of her own, build up her own character and find her own soul, along lines of her own, without having thrust upon her the ideals and forms of thought of any other nationality however great.

The task of unifying a Dominion that contains such diversified elements as are embraced within the confines of Canada is no easy one. It is eminently desirable that British ideals and aspirations shall become dominant, even though we have drawn our population from the four winds of heaven and it would need a pentecostal press to speak the many tongues that are heard in the homes between Halifax and Vancouver. Many are the influences that have been exerted to promote this unity. Trade policies have been devised with this end in view. millions of Canadian money have been lavished in the building of railways to link province to province by bands of steel, but by no means the least important step that has been taken to bring Canadians to the full realization of their common heritage and common nationality is the organization of a Canadian press service which, while not neglecting world news, shall be, from the ground up, firmly founded upon Canadianism.

WHEN NEWSPAPERS OFFEND

IN THE final reading of the Military Service Bill at Ottawa last month, the greater part of an evening session was taken up with discussing amendments offered by Hon. Frank Oliver to the clause which provides for suppression of newspapers. The Government, however, declined to accept his suggestions, which were to the effect that only the current issue of the offending newspapers should be summarily suppressed, and that the newspaper, as represented by the publishers, should then be tried for the offence, and be liable to suppression on conviction.

U. S. CENSORSHIP

THE United States Government has decided to abandon any attempt to censor the American press, but it put into effect on July 18 a rigid cable and radio censorship between the United States and the outside world.

American newspapers have been given a vote of confidence by the leaders of the Administration and will be permitted to publish whatever they wish about the preparations for war and information from the American troops abroad.

The American press will be admonished not to print troop movements, names and clearances of ships and to refrain from mentioning specific units sent to the front and such other actual military information as might give aid to the enemy.

THE CENSOR'S BAN

ALTHOUGH the United States is now Canada's ally, and has established her own censorship, the Canadian Government is still passing censorship orders barring American publications. Orders in Council passed last month prohibit the entry into Canada of the Milwaukee *Free Press*, "Warheit" ("The Truth"), and a Yiddish paper published in New York. The censor's ban is also put on a book published in England, called "The Fiddlers," by Arthur Mee.

CANADA'S WAR RECORDS

IN PARLIAMENT last month Hon. George P. Graham expressed the hope that the public archives were keeping up with the records of the war. Sir George Foster declared that the matter was being very thoroughly handled under the supervision of Dr. Doughty.

THE PROOFREADER

KATE DOUGLAS WIGGIN tells a good story illustrating how critical a Boston proof-reader can be.

In one of her stories she had written this sentence:

"Rebecca sat by the window, chopping hash."

The proofreader put an interrogation mark after it. Then he added, in pencil, this suggestion:

"As hash is the finished product, was she not, instead, chopping meat or potatoes?"

When the author rallied from the effect of the comment, she wrote her answer under the question:

"There is a psychological moment when the meat and the potatoes blend into hash. It was this moment I had in mind!"

Advertising for Merchants and Manufacturers

Futile Methods of Advertising—Something About Calendars—The Necessity of Advertising — A “Post Graduate Course” for Merchants and Manufacturers

By M. O. N.

TOO many men are in business through accident rather than choice, and treat their business as a necessary evil—must do something to get by, and they say to themselves, “I may just as well be doing this as something else.” They accept their business along the same lines that they accept the cold facts that they must eat and sleep to keep alive, put on heavier clothing in cold weather, etc. Now, to eat, have a place to sleep, and get the necessary clothing, the “business” is necessary, for without it they would have to hunt up a new job, which to get would call upon extra physical and mental effort, whereas, in a job, instead of a “business,” they would be money ahead at the end of the year, or at any time, for that matter.

When I speak of the man in business-through-accident, I refer to (a) the man who has a business “wished” on him by being the “son” of the “father” who started the business, the father passing away—“from father to son affair”; (b) the man that is “pushed” into business through relationship—the pioneers of the business; or (c) the man without executive ability or business experience who is earnest and ambitious, who saves up a few dollars, goes into business with his whole heart and soul, but with practically none of the real essentials to sell his product.

This latter type of man may have the practical knowledge of the business, but in most cases lacks the necessary quality of the gambler, and all successful business men are more or less gamblers—but he has not the ability to put into practice, or push, a proper, successful selling policy; neither has he the gambler spirit to spend a dollar to make two. To sum this up in a few words: Altogether too many of this class of men are just making ends meet, instead of making money out of their business. Lack of the proper knowledge and experience causes them to push the “penny-wise-and-pound-foolish” policy.

SPASMODIC METHODS TO INCREASE SALES

A few of the methods that I have noted to increase sales—all of the spasmodic order, and which, by the way, are without aim to strike a direct and permanent policy, are these:

“John Smith” feels himself slipping, must do something. So he starts in looking over his work-shop, or store, as the case may be, re-arranging equipment, pulling out a lot of “rubbish” that has been accumulating for years on shelves, in closets, dark corners, etc.; upsets everything and everybody in the place; scatters dust everywhere; probably “fires” a few people—and hiring less efficient ones; then goes back to his desk and waits for business to improve.

Another instance is the man with the “store-front” business, who puts through the “general cleaning-up” practice in the store, paints or papers the walls, re-arranges the window display, and washes

THE accompanying contribution is a call to broad-gauged printers and publishers to teach merchants and manufacturers how to make advertising effective. It scores spasmodic and hare-brained methods of advertising, and is a plea for the use of advertising that gets and leaves results; but is not a plea for any one form of publicity over another. The author in a letter to the Editor says: “My article is simply to help on the ‘cause,’ ADVERTISING, whether it be newspaper, magazine, or direct-by-mail.”

An excellent thought is contained in the closing paragraphs. If publishers and printers will teach merchants and manufacturers diligently, soundly, and honestly, they will surely reap, in money, the fruits of their labor.

the windows; then goes back to his chair and expects business to improve.

ABOUT CALENDAR ADVERTISING

Then, again, there is another class of men, who acts against his own judgment, thinking that he must give away something with no returns, at least once a year, to improve his business. This man buys a few hundred calendars, the picture kind, made up of over 99 per cent. color effect and less than 1 per cent. in type; very often stamped on with a rubber stamp somewhere on the calendar, announcing—

John Smith,
High-Grade Pretzel Twister,
721 Find Me Street,

and during the Yuletide he hands these out with a most gracious bow and satisfying smile, never once giving a thought to the fact that in nine cases out of ten his customer, after a few days, cuts out the “lady’s head,” or the “beautiful roses,” to tack up in the “den,” “auto garage,” “pool room,” or some other place, as a “decoration.” This class of man believes that he has put into effect a masterpiece of advertising.

I do not mean to say that calendar advertising is not a good form of advertising, if Mr. Business Man makes a yearly practice of using calendars, gives out the right kind of a calendar—one with advertising value, and paves the way for its presentation by advertising in announcements, through the “daily papers, magazines, street car ads, or by direct mail advertising.”—the medium most suited to his business,—that his “home-decorating calendar,” or “ready reference office calendar,” as the case may be, will be ready on such and such a date—“call and get yours before they are all gone—drop us a line and we will save yours,” etc.

There are hundreds of other methods, just as silly as the house-cleaning stunt

and the picture calendar that are called “advertising.”

ADVERTISING THAT IS REALLY ADVERTISING

There is not a business in existence today, no matter how small or how large, that cannot be increased by properly written, printed, and placed advertising, for advertising is to business what food and fresh air are to man. A man can exist, and in many instances live, a long time, due to the strong robust constitution inherited from his forefathers, in poorly-ventilated quarters, and on poor food; but such a man is rarely of impressive appearance, of an average mental calibre, or possesses any ambition. A business can exist for a long time, in some instances, on the “constitution of its forefathers”; but, as a man requires good food and fresh air and proper association to improve, so does a business need advertising.

A man can also overeat and get too much fresh air—40 degrees below zero, for instance. A business man can get the same dose by (a) patronizing, vulgar, unreliable, fake and misrepresenting advertising mediums; (b) poorly written and “put together” ads, and (c) last, but not least, using sloppy, poorly printed ads, set with out-of-date, worn-out type faces.

THE USE OF BRAINS AND SKILL

To get out effective advertising—and this is what one’s advertising must be—one must have, in addition to paper, type and ink, brains and skill, the ability to blend them into striking attractiveness.

Reliable newspapers and publications employ brains and skill, plus equipment. Reliable job printing plants for the producing of direct mail advertising matter, also employ brains and skill, plus equipment.

The unreliable, cheap, fake-ad-carrying publications, are best left alone, as is the “cheap John,” sloppy job printer who cuts prices and wants you to believe that he gives you value received.

THE POST GRADUATE COURSE

This is the day of the post graduate course. Doctors, lawyers, engineers, etc., are eager for such a course as they know it is an added insurance on their success at small cost. Now, why does not the average merchant and manufacturer take a “post graduate course” as an added insurance to growth and success? Because the majority of them do not know where to find it. Who are the “professors” to teach the manufacturers and merchants this course. They are

*The Reliable Publishers and the
Reliable Job Printing Plant.*

What does the course consist of?

Advertising.

Mr. Reliable Publisher and Mr. Reliable Job Printing Plant, get your staff on the job, extend the helping hand to the needy, and preach the gospel of the “post graduate course” in advertising in this sadly neglected field.

THE FIRST MONOTYPE PLANT IN ONTARIO

By ALBERT MACCOOMB, Manager
The Bryant Press, Limited, Toronto, Can.

IT DOES not seem very long ago that one of the most monotonous jobs in our business came around with surprising frequency—the checking of the piece-hands' "strings." We had several regular publications all hand-set with about thirty-five or forty typesetters on piece work. The scale advanced to a rate that made it compulsory to install typesetting machines of some kind. The then proprietors argued that machines were only in their infancy and urged a delay, but the need was great and they reluctantly consented to install monolines. These machines, simple in construction and of a very modest range, handled our straight composition for several years, and helped us to meet the exigencies of increased production. The need for a machine with a wide range of usefulness grew from day to day, and we set about to determine what would be the best machine for us to use. We read somewhere about the monotype, and from its description and our further investigations, we were almost convinced that it was the machine that would come the nearest to meeting our requirements.

SEEING IS BELIEVING

During our investigations we learned that a monotype had been installed in Buffalo, N.Y., and after a visit to the plant to see the machine in operation, where we were very graciously received and the workings of the monotype explained to us, we wrote the Monotype Company for further particulars. These were speedily supplied with several very favorable testimonials from printers whose integrity was beyond question, and who were satisfied monotype users. A subsequent visit from a monotype representative quickly convinced us that it was the machine for us to use.

Our monotype equipment was the first to be installed in this Queen City of the Province of Ontario. We retained our monolines for several years after this, however, but when we moved to our present premises we decided, from past experience, to discard our "line" machines and to increase our monotype equipment to take care of our rapidly growing business. At this time we also decided to bring our early machines up-to-the-minute in efficiency by adding the latest units.

A FINE CLASS OF BUSINESS

The illustrations on the opposite page will give some idea of the size and arrangement of our plant, which produces from forty-five to fifty regular publications, a group of which are shown surrounded by views of our mechanical equipment. Our monotypes take care of all the composition for these publications, as well as for the catalogs and other general work handled by us, and, in addition, supply all our job type up to 36 point.

It would take too much space to tell here all the advantages of the monotype, but we can honestly say that we appreciate the circumstances that brought the monotype to our attention, and as practical men we do not see how it would be possible to handle our work without it. It is one of our indispensable possessions.

THE PLANT OF THE BRYANT PRESS

The illustrations give a better idea of the layout of our plant than we could con-

vey in writing. The building is two hundred and seventy-two feet in depth, running through a city block with the office on Jarvis Street and the receiving and shipping entrance on George Street. The walls are constructed mostly of wired-glass giving ample light in any part of the building. The platen presses are immediately adjoining the composing room, and the same convenience applies to the caster room. The cylinder pressroom is on the ground floor and the presses rest on concrete foundations. Each machine is run by a separate motor. We are now supplying the Amusement War Tax Tickets for the Ontario Government. We consider that our complete monotype plant has been no small factor in the growth of our business.—Reprinted from *Monotype*.

A CO-OPERATIVE PLAN

"THE Actual Cost Clubs of America," with headquarters in Cincinnati, proposes to establish "a coordinated chain of 2,000 newspapers, each newspaper to have a circulation of not less than 1,000 rural subscribers, and a coordinated force of 20,000 selected salesmen and saleswomen divided into units of ten, the activities of this force to work in conjunction with extensive advertising space in each of the 2,000 newspapers."

Apparently the organization seeks to free the farmer of what it calls "the incubus imposed by the middlemen in disposing of his product," and that the profit of the rural storekeepers and middlemen should be eliminated in order that the farmer may be enabled to purchase his necessities and luxuries of life at wholesale cost.

The organization back of the proposed newspapers is also known as the "Community Newspapers of America."

CORRECTION

IN A news item appearing in the July issue PRINTER AND PUBLISHER, it was erroneously stated that Mr. Hewitt, of Toronto Type Foundry, was in Halifax during last month.

The fact is that Mr. Hewitt is and has been the Montreal representative of Miller & Richard for many years.

AMBASSADOR GERARD'S OWN STORY

THE Philadelphia *Public Ledger* has secured the serial and book rights to the story of "My Four Years in Germany," by ex-Ambassador James W. Gerard.

It is reported that the sum paid to Mr. Gerard by Mr. Curtis runs into five figures. The enterprise of the *Public Ledger* in securing this feature is in line with the purpose of Mr. Curtis to nationalize that newspaper.

VALUATION OF CHICAGO TRIBUNE STOCK

ONE hundred shares of the Tribune Company, publishers of the *Chicago Tribune*, with an aggregate par value of \$10,000, were appraised at \$225,000, when the New York city branch of the State Controller's office announced that Horace White's net estate was figured at \$299,622. Mr. White was connected with the *Chicago Tribune* and the New York *Evening Post*.

THEY DON'T BUY AT HOME

THE *Blairmore* (Alta.) City Council invited tenders from outside printers for the printing of tax notices and receipts, etc., and received quotations from Calgary and Lethbridge. The contract was awarded Greenhouse & Hayes, Lethbridge.

The local printing office declined to submit a tender—on principle. W. J. Bartlett, the publisher of the *Blairmore Enterprise*, in an editorial commenting on the matter, said:

In refusing to offer a tender to the town for printing, knowing that similar tenders were invited from institutions outside the town limits, we have but lived up to our principle. We are not patrons of, nor do we believe in the patronage of foreign institutions with money that belongs at home. The Town of Blairmore is up against a very serious financial problem, and needs every dollar that can be gathered within its limits to tide it through without the assistance of the sheriff. We are paying our rightful share towards the upkeep of the town of Blairmore, which amounts to considerably more than we ever profited from the town's printing bills, while the institution outside, which has not a cent invested and no interest whatever in the Town of Blairmore will naturally never be expected to contribute towards our funds.

Now the council have accepted a tender from an outside establishment which is far higher than we would have charged for a similar quantity of material. We have always supplied the town at short notice with stationery and office supplies as required, at all times in small quantities, and the town council knows no better than to strike a comparison between our retail prices and the wholesale quotations of a foreign house.

One of the councillors, unfriendly to publisher Bartlett, is quoted as saying at the meeting when the decision was made that he "did not believe in paternizin' unnecessary tings," and he "did not believe in encouragin' slackers in dis country," and "did not encourage useless occupations."

The *Enterprise* says further:

One noticeable and indeed pleasing feature about last night's meeting of the city fathers was the absence of profanity. There is no doubt in the world but that the "Useless Institution" called *The Blairmore Enterprise* is wholly responsible for this much-needed reform.

It would seem that "hell's a-poppin'" in Blairmore.

OTTAWA PRINTERS GET RAISE

OTTAWA book and job typos have signed an agreement for a \$24 per week flat scale rate, the same as now prevails in Toronto and Montreal.

PHOTOGRAPHS GO FAR

PHOTOGRAPHS of young ladies in the employ of The Regina Leader Publishing Company taken just a year ago at one of the beaches, sent by the young ladies to soldier friends overseas, were picked up on the Somme battlefields by a Toronto soldier, sent to his parents in Toronto, handed by them to a Toronto newspaper for publication and published with the question: "Does anyone know who the girls are?" The Toronto newspaper reached Regina and the pictures were immediately recognized by the young ladies in question.



No. 1: A few of the magazines Monotyped and printed by The Bryant Press, Toronto, Can.
 No. 2: Exterior of Building from Jarvis Street. No. 3: A view of the Monotype Casting Machine Room. No. 4: Monotype Keyboard Department. No. 5: A group of Ticket Presses. No. 6: A view of Platen Press Department. No. 7: Section of Composing Room.
 No. 8: A corner in the Cylinder Press Room.

The Buffalo Times, which has been making a bid for Canadian circulation recently, published a St. John section in a Sunday issue last month. Much of the material had been prepared by ladies active in local patriotic work. The issue was sold by members of the I.O.D.E. and the Y.W.C.A., and the proceeds devoted to their patriotic work.

The Kingston Whig ran a 'Phone Contest page. Each contestant had to give the correct name and address of the firm for which he or she prepared an advertisement and state the character of the service which this firm rendered the public.

The Kingston Daily Standard had an unusual run of "Special Features" in the month of June and the first two weeks of July. In those six weeks it put on a Play Ball page, an Economy Day page, a Picnicker's page, a Real Estate page, a Buy-Your-Car-Now page—each of these running twice—and a six-page section given up exclusively to automobile advertising and news. These special features naturally stimulated local advertising in other directions, and as a consequence the Standard reports this the busiest summer season in its long history of over 107 years—for the Standard was established in 1810.

The Transcona (Man.) Times produced last month a Booster issue.

R. SMEATON WHITE, SENATOR

R. SMEATON WHITE, who a few months ago resigned his post of collector of customs of the port of Montreal after 21 years' service, was last month presented with \$21,000 and an illuminated address by importers, manufacturers, merchants and representatives of railway and steamship companies in Montreal, in appreciation and acknowledgment of his administration of the customs service there during his tenure of office.

On top of this honor came the announcement that Mr. White had been appointed to the Senate. Mr. White, a former newspaper man, became managing editor of the Montreal Gazette when he ceased being customs collector.

H. J. PETTYPIECE

AT THE Forest Farmers' picnic last month, H. J. Pettypiece, of the Forest Free Press, told of how manufacturers in various lines received 99% of duty paid on raw material, as a rebate, and explained the fact that 1/3 the price of implements represents taxes and the others 2/3 the actual cost. In discussing the high cost of living and the advertising campaigns of both governments for more production he said that a man can not be expected to produce more unless it paid him to do it, and in order to make it pay farmers must be assured a supply of cheaper implements, and a supply of labor as well. He suggested memorializing the government along these lines and spoke of the necessity of voting together, and of the uselessness of voting party.

JAMES J. SALMOND

JAMES J. SALMOND, of Toronto, has been elected president of the Monetary Times Publishing Co., succeeding the late Thos. Robertson. Mr. Salmond was born in England, but came to Canada when twenty years old. He has been connected with trade and class papers in New York and Toronto for the past twenty-two years, and for nearly ten years has been the managing-director of the Monetary Times, which is this year celebrating the fiftieth anniversary of its founding.

OMER CHAPUT

OMER CHAPUT has been made managing editor of Le Pays, Montreal.

Mr. Chaput has been employed on many journals in Montreal, and in addition he founded the Sherbrooke Tribune and was publisher of the Ottawa Le Temps.

When the death of Roger Valois left a vacancy in the editorial staff of Le Pays Mr. Chaput was selected to succeed him.


While employed as a reporter on the Montreal Star Mr. Chaput was engaged in municipal work and his frequent "tiffs" with Mayor Martin and others in authority at the City Hall brought him well into the limelight.

W. F. LONG

W. F. LONG, publishers' representative, New York, has enlisted in Toronto, with the Cadet Wing of the Royal Flying Corps. Mr. Long is a Canadian, a Toronto man, and his patriotic act is greatly to his credit.

Mr. Long is continuing on his offices and his representation for most of the papers he has been handling in the New York territory.

These Firms Extend a Welcome to Visitors

G. G. G.  The Grain Growers' Grain Company, Limited 1177-750 SHERBOURNE ST. CALGARY	REMEMBER  Hotel Lloyd and Restaurant 1015 SHERBOURNE ST. W. MONTREAL	KELLOGG Telephones Columbia Batteries  Canada West Electric Limited REGINA, SASK.
We Want You to Feel Welcome  Security Lumber Co. Corner and South Railway Streets	GIVE US A CALL  Regina Flour and Feed Store 117 SHERBOURNE ST. REGINA	Royal Photo Studio Over Woolworth's  We Take all Kinds of Photographs, Individuals and Groups, Etc.
PARISIAN DYE WORKS Dyeing, Pressing and Repairing FRENCH DYEING A SPECIALTY  OFFICE: 1301 BOULEVARD ST. OPP. VICTORIA SQUARE FACTORY: 1303 and 1305 BATHURST STREET	A Hearty Welcome  The Monarch Lumber Company BATHURST AVENUE and BATHURST ST.	North West Lumber and Supply Co.  Phone 3675
Amherst Central Shoe Co., Ltd. Wholesale Shoes  Our Store St. and 8th Ave. REGINA, SASK.	Dr. J. F. Guern Dentist Pearl Block, S. Railway & Opposite Union Station 	Rubber Stamps  SMALL STAMPS SPECIAL STAMPS REGINA, SASK.

This page of advertisements appeared in the Regina Leader, in its special Exhibition issue. The page is reproduced as showing how a clever idea can be used to obtain extra advertising. The page had a striking appearance, and the note of cordiality struck by it made good advertising for the firms having space thereon.

Buy The Universal Car		There is a Ford Dealer near your home		There is None More Dependable	
M. A. Fletcher  Ford Colgate AND DISTRICT	A. O. Hunter  Ford Drinkwater AND DISTRICT	Calver Bros.  Ford Dubuc AND DISTRICT	J. J. Gilmore  Ford Weyburn AND DISTRICT	Ford TALKS Costs No More Than a "Span" 	
T. M. Aitken  Ford Eyebrow AND DISTRICT	H. F. Stiles  Ford Prussia AND DISTRICT	J. E. Sires  Ford Brownlee AND DISTRICT	J. A. Howse  Ford Strassburg AND DISTRICT	The Saskatchewan Motor Co. Ltd. Touring, \$405 Roadster, \$475 1915 FORD ONLY	
R. Dickey  Ford Govan AND DISTRICT	J. A. Forcier  Ford Gravebourg AND DISTRICT	J. Patterson  Ford Maple Creek AND DISTRICT	A. E. Josephson  Ford Herbert AND DISTRICT	A. A. Hunt  Ford Abernethy AND DISTRICT	

Four pages of this type appeared in the Regina Leader in connection with an automobile show. The "talks" in the centre of each page differed in each instance as to copy, but were the advertisement of a single firm of distributors, who are the general agents for Southern Saskatchewan.

PRESS INDEPENDENCE

WAR has brought out the ability of the Canadian journalist to speak his own mind. He is getting away from extreme party politics. Editorial writers on what were recognized as party papers have become emancipated. They are able to say things nowadays that would have been regarded as suicidal prior to the conflagration in Europe.

Within the past few weeks the change has been especially noticeable. In glancing over the exchanges it is hard to believe the transformation that has come over a large portion of the party press. The papers are "saying what they believe," regardless of the injury to this or that party. Note this blast from the *Guelph Mercury*, which has been Liberal to the core:

"Canada will never be satisfied until the curse of political advantage is removed from Ottawa during the present war. It is as a millstone tied about our neck; its machinations have made us weak and faltering, where we should have been courageous and strong, and it is high time, even at this late hour, that the terms Liberal and Conservative were cast aside. Whether the Nationalists care to come in on such a basis, we don't know, and we don't give a rap."

The *Woodstock Sentinel-Review* is an independent Liberal paper that is now more independent than Liberal. It makes no bones in telling the Liberal leaders "where they get off at."

Up to a few years ago the *Ottawa Citizen* was a fairly consistent supporter of the Conservative party, but it broke away on reciprocity and ran foul of the Ontario government for failing to bring down a measure of tax reform. Now it is so independent it is leaning over the other way.

During the war the *Toronto Mail and Empire* has behaved itself wonderfully well, refraining from its former rabid criticism of the Grits, although it must be a terrible sacrifice to make.

The *Toronto Star*, up to lately a militant Liberal paper, has opposed an election, in spite of a damaging arraignment of the sins of the present government. Note the significance of these jolts from the *Star*:

"Many things more important than parties are being broken up in this war."

"We have as good a right to the exercise of our judgment as the people of Quebec, and if that judgment is found to be overwhelmingly on the side of compulsory service it must prevail."

The *Toronto Globe*, long regarded as the three-manual organ of the Liberal party, has not exactly broken off diplomatic relations with Sir Wilfrid Laurier on the conscription issue, but is "almost persuaded." It is out for a win-the-war-program. Reading between the lines one would say the *Globe* is more "pro" than "anti" on the conscription question.

The *Toronto News* has no love for the Grits, but since Sir Robert Borden made the coalition offer the *News* has tamed down in lambasting the opposition, apparently realizing that there may be a little bit of good in every bad little Grit.

Nearly all the papers are agreed that political partisanship had reached excessive limits, endangering national unity.—*Windsor Evening Record*.

THE
SECRET
OF
SUCCESS
IS
ART
ADVERTISING

Know that business cannot
be carried on successfully
without Advertising.

Whew! Yes, this really happened. And there is no evidence to show that the author of this "dream" was anything but perfectly sober. The inference is that he was merely thrifty—he possessed the material, and just used it. (The name of the Canadian weekly in which this advertisement appeared is withheld. It is a 1917, not an 1867, production).

DOUBLE PAGE SPREADS

THERE has been forwarded to the Postmaster-General the following resolution of the 59th Annual Meeting of Canadian Press Association, Inc., in regard to issues of a newspaper that contain a double page spread advertisement:

WHEREAS the Post Office Department ruled some time ago that issues of a newspaper containing double page spread advertisements could not be carried at second-class postal rates under a clause in the second-class postal regulations that required that all pages of a publication mailed at second-class postal rates shall be of the same size, form and make-up;

AND WHEREAS this interpretation of the clause in question does not seem a reasonable one and was not contemplated when the clause in question was adopted;

AND WHEREAS the second-class postal regulations have been amended in the meantime to provide specifically that issues of a newspaper that contain a double page spread advertisement are not entitled to second-class mailing privileges;

AND WHEREAS the prohibition of the carrying of double page spread advertisements in newspapers intended for mailing at second-class postal rates does not serve any public interest to a degree sufficient to compensate for the loss in advertising revenue to the press of Canada entailed by such prohibition;

AND WHEREAS it is particularly desirable that in this time of stress owing to the war there should be no unnecessary limitations upon the advertising revenue of the press of Canada by the Post Office Department:

THEREFORE BE IT RESOLVED that this 59th annual meeting of the Canadian Press Association, Inc., respectfully requests the Post Office Department to amend the second-class postal regulations so as to permit the mailing at second-class postal rates of issues of a newspaper that contain a double page spread advertisement but are otherwise entitled to second-class mailing privileges under postal regulations.

WIN-THE-WAR CONVENTION

THE Press took a unique part in the Win-the-War Convention, held in Toronto this month.

This summons to attend the Convention was signed by the following who are about evenly divided politically: L. H. Dingman, *St. Thomas Times*; L. B. Duff, *Welland Telegraph*; W. R. Givens, *Kingston Standard*; C. A. Goodfellow, *Whitby Chronicle*; C. H. Hale, *Orillia Packet*; F. H. Leslie, *Niagara Falls Review*; J. I. McIntosh, *Guelph Mercury*; H. P. Moore, *Acton Free Press*; W. E. Smallfield, *Renfrew Mercury*; W. J. Taylor and John Markey, *Woodstock Sentinel Review*; J. W. VanAtter, *Goderich Star*.

LIBERAL EDITORS IN SESSION

A CONFERENCE of editors and publishers of Ontario Liberal newspapers was held in Toronto last month to discuss the Canadian political situation. Those present were: T. H. Preston, *Expositor*, Brantford; W. J. Taylor and F. H. Markey, *Sentinel-Review*, Woodstock; J. I. McIntosh and A. R. Kennedy, *Mercury*, Guelph; W. M. O'Beirne, *Beacon*, Stratford; Wm. Banks, jun., *Globe*, Toronto; M. A. James, *Statesman*, Bowmanville; J. E. Atkinson, J. T. Clark and J. R. Bone, *Star*, Toronto; W. J. Laut, *Advertiser*, London; F. H. Leslie, *Review*, Niagara Falls; J. M. Elson, *Journal*, St. Catharines; W. J. Elliott, *Chronicle*, Ingersoll; H. T. Blackstone, *Times*, Orillia; J. O. Herity, *Ontario*, Belleville; Mr. Thompson, *Times*, Hamilton; Hal. B. Donly, *Reformer*, Simcoe; Thos. F. McMahon, *Liberal*, Richmond Hill; H. P. Moore, *Free Press*, Acton; W. Elliott, *Recorder*, Mitchell; J. G. Elliott, *Whig*, Kingston; Howard Fleming *Sun*, Owen Sound.

T. H. Preston of Brantford presided, called to the chair, and after a thorough discussion assent was given to the following expression of opinion, the only dissent being on the part of W. Elliott of the *Mitchell Recorder*:

(1) Canada's task is to organize her man-power and resources for the winning of the war, including compulsory military service, conscription of wealth, progressive income tax, increased food production, control of profiteering, nationalization of munition plants, national and personal thrift and economy, etc.

(2) It is essential that our troops be backed up by the needed reinforcements, and that the Liberal party in Ontario should stand squarely for compulsory military service, and that no candidate should be supported who will not support this.

(3) Sir Robert Borden and his Government have proved themselves unequal to these tasks. No other purely party Government at the present time could deal with them. A war Cabinet and Government representing both parties and the strong forces of the nation working for the winning of the war is, therefore, necessary.

Printer & Publisher

Published on the First Wednesday of Each Month

WM. POWELL - - - Business Manager
JOHN C. KIRKWOOD - - - Editor

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ATTEMPTING THE IMPOSSIBLE

THREE sections compose the Canadian Press Association. These sections, recent events show, work independently of each other, but the revenue derived from the common membership goes into one common fund. In other words the money contributed was used by one section for an attack upon another section. It makes no difference whether the section attacked was the daily, weekly or class sections.

It is the morality of the thing we are discussing. So long as one section is permitted to use the money of another for that section's purpose solely, the thing is wrong. If the Canadian Press Association were reduced to two sections, and the practice continued, the morals would be just as impossible of defence.

Further, one section is unaware of much that another section does. One section pays 57.23 per cent. of the running expenses, and would take in return a hundred per cent. control. In plain words, 102 of this class, through a set of laws that are out of place in any part of the world save the Prussianized Reichstag, desires to control the fees or tax of 464 of one section and 50 of another—a total of 514.

To maintain an organization on this basis is attempting the impossible. It is money-power versus man-power. Rather late in the day, is it not, to attempt this in the Fourth Estate?

HIGHER PRICES FOR PRINTING

THE leading article in this issue of **PRINTER AND PUBLISHER** should be read and studied by every job printer—for his informing and stimulation. The times call for much higher prices, and whatever may be the reluctance of some to put into practice a higher schedule, the fact remains that higher prices are absolutely necessary; and the continued quotation of lower prices by any printer is likely to imperil his business solvency.

Attention is called also to the letter from W. W. Southam, Manager, Southams Ltd., Montreal. When men of the calibre and status of Mr. Southam and Mr. Kimbark interest themselves aggressively and constructively in the matter of procuring juster rates for printing, for the common good, it should be plain that the situation is one of general concern.

Let it be remembered that the job printer is not responsible for the increases in the costs of labor and material; and that no one calls on him to continue old schedules. If the printer will take his customers frankly into his confidence, and show them why old schedules cannot obtain longer, he will surely find them reasonable, and ready to pay higher prices.

Let it be said once more: The public wants no printer to lose money, but on the contrary, the public wants those who serve it to profit by the service. The man that most of us dislike dealing with is the poor man, half-starved, and mean-spirited because he does not get enough for his labor.

The public likes to deal with prosperous firms; and prosperous firms can and do give the best service, because there is a full recovery of all costs, plus a profit as well. Southams and Business Systems, and every other important printing plant in Canada to-day, would not be what they are if they had been fearful of asking enough for their work in days of humbler things. They have grown to their present magnitude and prosperity because they studied costs and recovered costs, plus a fair profit. They have grown large and powerful in spite of the competition of others who quoted and quote lower prices. To-day the men at the head of these firms, in a neighborly way, call on their brethren to get back all costs, plus a profit. In effect, they are asking all firms to become more formidable competitors, because strength as a competitor comes from ability to render equal service.

PRINTER AND PUBLISHER can render its printer readers no truer service than the service of helping them to put their business practice on a truer and firmer basis, and it is to be hoped that many printers will toss foolish and empty fears to the wind, and will put into effect immediately a higher and juster scale than the one they may have been using for the past two years or more.

AFRAID OF A SHADOW

THE \$1.50 rate for a local newspaper is not being asked by many hundreds of Canadian publishers because of a foolish fear that their subscribers will all quit in a body, and that therefore they will be committing suicide.

PRINTER AND PUBLISHER has not yet heard of the assignment of any weekly publisher who put the \$1.50 rate into effect—this is a result of raising the

subscription rate; but has heard of not a few publishers giving up their publishing business because they did not advance to the \$1.50 rate. Also, **PRINTER AND PUBLISHER** knows that many of those who have made the advance were just as fearful at one time as are those who are still in the thrall of their fears. They had the courage, however, to take the terrible step, and lo! they found that the black devil that terrified them for months was just a bogey man—utterly unreal. Others now hesitating, and still in the grip of their fears, will find when they shut their teeth, and take the right step, that the devil they have been seeing is an insubstantial spectre, a creation of the imagination, a hallucination.

\$500 a year, \$750, \$1,000—these sums stand boldly and solidly in front of the publisher—usually a most needy individual; yet he fears to take what he may have. Things in the mass usually look fearsome. The way to do is to take one's subscription list, and break it up into individual names; then ask the question, in regard to each name—"Will this subscriber refuse to pay \$1.50?" Then add up the "Yes's" and the "No's," and see if the case looks as bad or hopeless as it did when regarded in the mass. If honest doubt as to the correct answer is held, ask the individual concerned—personally, or by letter.

That weekly newspaper getting only \$1 is not by any means so valuable a property, when one comes to sell it, as if the subscription rate were \$1.50.

\$500 more a year for 5 years is 2,500.

\$750 more year for 5 years, is \$3,750.

\$1,000 more year for 5 years is \$5,000.

And this extra income is real, and gettable.

Get rid of the shadow. Replace it with certainty.

BOOZE UNDER OTHER NAMES

LAVISH advertising of a patent medicine, said to be masked booze, is being carried by many Canadian newspapers, some of which have unctuous pride in the fact that they have refused straight liquor advertising. This advertising is made to resemble reading matter, both in its setting and in its title type. According to rate cards, it should pay double the display rate, but this requirement of the rate card is being disregarded. Also, this advertising is appearing on home and news pages, even sandwiched in between news columns; and one suspects, if one does not actually know, that preferred positions rates are not being exacted in every instance. "You can get anything you want, if you only know the right way to go about it," is the wise comment of some astute and extensive space-buyers; and in saying this, they are referring to metropolitan dailies. One feels the highest probity and the greatest rigidity in matters of principles and practices, should go hand in hand with our so-called greatest dailies, but one suspects that shareholders' demands for dividends lead some business managers to fling overboard probity, and principles.

The amusing—and shameful—thing about it all is that some of Canada's professedly great dailies do not a little preaching and declare that they have a great influence for good; and they publish many editorials condemning profiteers, grafters and others who are making plen-

tiful money honestly or otherwise; and even while the editors are penning their scorching screeds, in the business office an advertiser or his agent is having accepted by the business manager a fat contract for a patent medicine that the law permits to be advertised and sold in spite of the fact that it is mainly alcohol with more "kick" in it than beer or ale contains, and with about as much "kick" as is contained in whisky and wines. If any subscriber or advertiser of a legitimate commodity suggests to this business manager that he should inquire of the Vigilance Committee of the A. A. C. W. concerning the cleanness or dependability of the accepted advertising, the business manager is apt to say—"Who the hell is running this paper? Are you, or is the A. A. C. W., or am I?"; and the legitimate advertiser feels compelled to say—"Since you ask me, I think your paper is run by the devil, and for the devil, and that he knows it, and you know it, and most of us know it. Good day."

OWNERSHIP OF PEN NAMES

AN INJUNCTION has been granted to Herman L. Collins, editor and president of the Philadelphia *Evening Telegraph*, against the *Public Ledger*, which will prevent that newspaper's using the pen name "Girard."

In January, 1913, a week or two after Cyrus H. K. Curtis purchased the *Public Ledger*. Mr. Collins joined the editorial staff of that newspaper and inaugurated a column on the editorial page over the pseudonym "Girard." He continued to write it continuously for four and a half years, or up until June 23 last, after he had resigned to become editor of the *Evening Telegraph*.

Only on two occasions in that period of four and a half years, once in 1914 and again in 1915, when Mr. Collins was absent on his vacation did anybody write the "Girard" column. On those two occasions he designated another editor to write it for him.

When Mr. Collins retired from the *Ledger*, that newspaper continued to use the name "Girard" over an article or series of articles appearing on its editorial page. That began on June 25 and has continued every week-day since.

Mr. Collins immediately brought suit to prevent the *Ledger* from using his pseudonym, and the court now upholds his contention.

At the hearing in the case a number of widely known men volunteered to testify to the fact that it was a matter of public knowledge that Mr. Collins was "Girard"—thus establishing the point that "Girard" is an individual, and not, as the *Public Ledger* tried to prove, merely a department of the paper to which any editor might be assigned.

The general rule is well stated in the Mark Twain case, as follows: "Undoubtedly an author has the right to restrain the publication of any of his literary work which he never has published or given to the public—so, too, an author of acquired reputation and perhaps a person who has not obtained any standing before the public as a writer, may restrain another from the publication of literary matter purporting to have been written

by him, but which in fact, was never so written.

Writers and newspapers should carefully consider this point of law on entering contracts covering similar cases.

A STRAW HAT'S TRAVELS

A STRAW hat walked into *The Telegram* office to-day.

It stayed for a few moments only, for it was in a hurry.

It is on a trip around the world.

The hat is travelling alone. It sits jauntily on nobody's head.

Having no head inside of it, it lacks brains. Nevertheless, it is quite able to take care of itself.

It is a typical hobo hat—an aimless wanderer on the face of the globe.

It is unkempt and ragged; it is dirty. But it is fondled with care by all with whom it comes in contact.

The hat started on its globe-trotting trip from New York a few weeks ago. William Egan, 313 W. 48th street, a well-known prize fight promoter, gave it a kick and told it to mosey along. And the hat moseyed. It reached Winnipeg to-day.

There are half a dozen holes in it, and the crown is badly battered, but it's a tough article—like all hoboes are, and should withstand the wear and tear of the trip.

Attached to the hat are numerous express tags. In fact, there are more tags than hat—all of which provide good shelter from the elements.

That hat has privileges than many humans haven't. It can travel free. The express companies charge nothing for shipping it from point to point. It visits the sporting editor of the leading paper in each city it goes to, rests on the editor's desk for a resting spell, and then flits away.

According to the tags attached it has been in the hands of many prominent sportsmen who have inscribed their names thereon. It has wandered through several of the states across the border, and finally drifted into the hands of Darcy McIlroy, a local boxing enthusiast, and then came to Harry Scott, of *The Telegram*.

It is now journeying west over the C.P.R.—Winnipeg *Telegram*.

LORD NORTHCLIFFE

LORD NORTHCLIFFE'S public career has been a varied and colorful one. Isaac F. Marcossin, the noted magazine writer, says of him:

Northcliffe has done all that Greeley or Dana desired, that Pulitzer planned, that Hearst attempted. In a word, he is the successful composite of what every great American publisher or editor wanted to be. Whether he is a crisis monger, merchant of clamor, or prophet of panic and depression (as his enemies make him out); or whether he is the voice of democracy, safeguarder of public welfare (as his friends and supporters attest), one fact is certain: He is the liveliest and most vital human entity in England; a man, alternately praised and damned, who, by the vast changes that he has wrought, must be regarded as the Warwick of this war. If he lived in America he would be a President-maker.

The career of this man—as definitely self-made as Rockefeller or Edison—is a revelation of organized efficiency adapted to national service that is not without its significant lesson for the United States, as she stands at the threshold of her war travail.

WAYS OF WRITERS

WHILE W. W. Jacobs confesses that he often sits, pen in hand, a whole morning without putting a solitary word on paper, Sir Arthur Conan Doyle has written a story of 12,000 words without once leaving his desk. Even such a painstaking writer as the late R. L. Stevenson had his spasms of lightning work, in one of which he completed his famous "Jekyll and Hyde" story within seven days, and Hall Caine wrote the first and last lines of his "Life of Coleridge" in three weeks. While Sir J. M. Barrie counts five or six hundred words a "good day's work," H. G. Wells has often written 10,000 words between breakfast and bed, and Mrs. L. T. Meade has produced 20,000 words in a busy day. The late Andrew Lang, when in the mood, has more than once written 5,000 words of a book between breakfast and a late luncheon, and it is said that S. R. Crockett wrote the last half of "The Stickit Minister" in 40 hours. But all these feats of rapid authorship, marvelous as they are, were quite eclipsed by the older Dumas, who, in one phenomenal year, actually turned out volumes at the rate of one a week.

J. J. HUNTER

J. J. HUNTER, the new chairman of the Weekly Section of the Canadian Press Association, is the proprietor of the *Kincardine Reporter*. He was born in Brantford on July 29, 1867, educated in the public schools of that town and learned the printing and newspaper trade on the *Brantford Expositor*.

After several years he went to Detroit and worked on the old *Tribune* and *Free Press*. In 1891 he purchased the *Brandon Times* and ran, it for a time, but came east again to work on the *Kingston Whig* and the *Toronto World*. Mr. Hunter purchased the *Kincardine Reporter* in 1905.

He is also president of the Bruce Press Association and has always advocated higher prices and the \$1.50 weekly. Mr. Hunter is an excellent public speaker and has many calls in this line.

WHO OWN THE NEWSPAPERS?

COL. J. A. CURRIE, M.P., proposes to move an amendment to the existing statutes under which all newspapers will be required to make public the names of those who own or control their stock or direct their policy.

Interviewed, Colonel Currie stated that his concern in the matter was patriotic rather than partisan.

"It would be of material public interest at the present time," he said, "for the public to be informed as to the men and interests who control the public press. Then the bona fides of their policies will be better estimated. I think, for instance, that Parliament and the people should know just how largely war profiteers may be dominating certain of our newspapers.

Pointed & Pointless

BY SIX-POINT BILL

The Toronto morning papers advanced, beginning Aug. 1, subscription rates to \$5 per annum, delivered in Toronto and Hamilton, and by mail direct to subscribers, outside Toronto, \$4. This means, too, that in other centers, when delivery is made by agents, the price will be \$5 on a yearly basis. Single copies are to be 2c everywhere. There is not a bit of doubt that these advances will be repeated by dailies in the other Ontario cities, at least where the advance has not already been made. It is not so many years ago that most people would have considered themselves lucky to get a morning paper delivered at the rate of \$5 per year. A good morning newspaper is worth 25c per week. I do not mean by that the Toronto morning papers are not worth that figure, for they are. But what I really want to say is this, that circulation should pay at least the cost of the news section, and \$5 per year will not pay that, notwithstanding what the public may think.

* * *

Why we as newspaper men should sell circulation at a dead loss, I cannot answer logically. But I frequently think we are a pack of chumps. If I were buying advertising space, and a newspaper had lost circulation through an advance in subscription rates, I would feel that I was getting more real value for my money—in short, I would be paying for real circulation. I would feel that the subscriber and I were down to business basis in furnishing the money to keep that necessary institution of modern civilization alive.

* * *

The wonderful philanthropy of the press has got us in wrong with the public. The last year or so, of course, the publisher has asked the public to pay for advertising that it got for nothing. This means, what may be called domestic advertising, such as church socials, society meetings, and so on. The reader will get what I mean. This movement has spread considerably, but it is not as wide as it should be. There are still newspapers that give away advertising space. For several years I published a newspaper. It took three years of stern business to educate the public that my bread and molasses came from the rent of white paper space. At the end of that period not a line appeared that some one did not pay for. I hope to see before my "30" is written a law upon the statute books that will compel publishers to print the word "advertisement" at the foot of every "reader"—this to protect the subscriber and to make it sure that he is getting news and not a "gold brick."

* * *

The news from across the international boundary is that the news-print mills are overstocked, that they are filling contracts three months ahead. The mill-owners say they are only protecting their customers against possible freight blockades next winter. I have no reason to doubt the word of the paper makers, and I believe most reasonable publishers will feel and sleep better this year when the snow is again on the ground.

* * *

A correspondent wrote me asking how to protect press rollers in a basement press room, where the moisture is excessive. A roller manufacturer and an old pressman says to cover the rollers at night and over the week-end with machine oil, and to wipe it off before placing the rollers in the press.

Are You Traveling a Treadmill?



HERE is one big white horse that has played in every performance of "Ben Hur" since the premiere several years ago. Every night he helps pull the hero's chariot in the race scene and defeat the villain, Messala. To date he has galloped thousands of miles but he has not traveled an inch. He runs on a treadmill.

So it is with many Printers. They have been plugging along steadily for years. Some have forgotten when they had a vacation. They work from dawn to dark, and often into the night. But when they close their books at the end of the year they are no better off than at the beginning. They are traveling the treadmill of unknown costs. No matter how briskly their business runs, ignorance of what they really should charge for work pushes them backward and keeps them in the selfsame spot.

The Cincinnati Ben Franklin Club has taken any number of Printers off the treadmill and onto the solid ground of definite, adequate costs. Active participation in it makes for the real progress of any shop. Next monthly meeting, Thursday, July 26.

This is one of a most praiseworthy series of announcements of meeting notices being sent out by the Cincinnati Ben Franklin Club. The text of this particular card is super-good.

The extremely hot weather in July was a terror on rollers, and now that the price is 55c per pound, the loss is a serious one.

* * *

The usual chop in printing during the hot weather months—July and August—did not last long this year in Toronto. For a couple of weeks a few compositors were out of work. But at this writing, July 27, the usual shortage is again apparent.

* * *

A paper traveller said to me the other day that selling paper was again a hard job. Most people who are forced to use paper stocked up when the "stampede" was on last Spring. This is particularly true of Krafts and wrapping papers. Perhaps the rigid economy practised has as much to do with this as any single factor. One big newspaper that formerly consumed a ton of brown wrapping a week has reduced its purchases

of that line to about a hundred pounds for the same period. This paper is using its "returns" for wrappers. News stock at \$2.75 per hundred is much cheaper than Kraft at \$9. Of course "news," through breakage, will show considerable loss, but the loss will not exceed 100 per cent., at that high figure "news" would cost \$5.50 as against \$9.

* * *

A Philadelphia newspaper man who wrote over the pen name of "Girard" brought suit and won against a newspaper that he was formerly employed on for using his *nom de plume*. The courts ruled that it was his property. A fellow stole my pen name some years back. I wrote him a letter. We met. And then we separated. On the banks of a Western creek the boys erected a wooden slab and carved on it: "Here lies the fellow who monkeyed with Bill."

* * *

If we can believe what we read, a great many prominent people, including newspaper men, a once Cabinet Minister, a minister of the Gospel, and the Prime Minister of Canada have fiddled with "The Fiddlers." And I just as honestly believe that these same newspaper men couldn't raise \$5,000 in five years to hand over to the censor for the privileges enjoyed. At least, I judge it must have been a privilege, the way they wrote of it. But that is not what I want to say. "The Fiddlers" is widely circulated in Britain. No censorship there. Then, are we a bunch of kids in Canada that our censor must protect? This is not all. Much news is kept from the people that they should have the privilege of reading. Still this news filters out by word of mouth, and the further it goes the worse it gets, and at last causes a state of public mind that is not for the best interests of Canada. If the news is not what some would call "good news," let's have it. I know of no people in the world that can raise the hair along the back bone and "go to it" better than Canadians.

* * *

Perhaps the bolt will be pulled back and the elections "sprung" before this reaches the reader. If it comes later, so much the better. Printing the voters' lists will cause a lot of work in many print shops in this country. One who is well informed says it will be impossible for the typesetting machines to complete the work in time for an election before November. If the Government gives the franchise to women, the outlook for fall trade in job and newspaper shops will be the best for many years—and that's saying something.

* * *

A friend asked me the other day what I considered a fair price for ordinary letter heads at prevailing rates for ink, paper and labor. We'll consider 1,000 of them, in the average town or Ontario city. In the first place the stock, 20 lbs. per ream, a thousand 8½x11 would take 10 lbs. of this, at 20c per lb. This makes \$2 of the cost. Add 20 per cent. for freight and handling, makes it \$2.40. Cutting and getting ready for press, 10 minutes, 15c; press, No. 2, 1½ hours, \$1.80; ink, black, 15c; composition, 1 hour, \$1.50; wrapping and gathering, 15c. Let's see what that figures. That's \$6.15. And the man who sells for less is losing money. This is the average town and city. Big cities, a great deal more.

NEWSPRINT PROFITS

THE Kingston *Standard* published recently an analysis of the Newsprint question in Canada in relation to the capitalization and profits of manufacturers. It said as follows:

The total capitalization of all the paper companies in Canada (putting in the Booth Mill, which did not show its capitalization, at \$5,000,000) is.... \$92,036,741
Made up as follows:

Bonds	\$32,684,942
Preferred stock	\$11,893,200
Common stock	\$47,658,599

If now, we figure that the mills run 300 days in the year, with a daily production of 1,800 tons, we find this to amount to a yearly production of.....540,000 tons
Taking, then, an average increase, now in force of \$12 a ton (it is more, counting the selling price in the U.S.) this would mean an addition to the yearly revenues of the several companies of \$6,480,000
which is MORE THAN 7 PER CENT. on the entire capitalization of all the companies combined—and this without squeezing out any of the water in any of the common stocks.

That is to say the newspaper publishers who are purchasing from the Canadian paper manufacturer are to-day paying in higher prices for the paper which they use in a single year, the equivalent of 5 per cent. on all the bonded indebtedness of all the companies; 7 per cent. on all the preferred stock and almost 9 per cent. on the entire common stock—water and all.

And yet it is to be borne in mind that all these companies have other products which they manufacture and from which they make profits and, therefore, that not all their capital is employed to manufacture paper only. But the added price which they are receiving for paper alone shows these tremendous earnings, out of higher paper prices, on the entire capitalization.

Nor is the story ended here. The manufacturers now are declaring that instead of \$2.50 at the mill they must receive \$3 at the mill — or 50 cents a hundred more than even the recently increased prices. This would mean \$10 more a ton—that is to say, a daily increase of \$18,000, or taking 300 days a year, making 1,800 tons daily, a yearly increase of \$ 5,400,000
which added to the present increase (averaging \$12 per ton) of 6,480,000
makes a total of 11,880,000

Which is over ONE-EIGHTH OF THE ENTIRE CAPITALIZATION OF ALL THE COMPANIES—or the equivalent, in eight years, of the capitalization of all the companies put together. Some profits, surely!

NEWSPRINT IN CANADA

THE Canadian Government has written the Federal Trades Commission of the United States, asking use of such figures obtained in the Federal Trade Commission's investigation and costs of newsprint as might aid Canadian officials now engaged in an investigation of newsprint costs in the Dominion.

The request went from Robert A. Pringle, K.C., Commissioner in charge of the Canadian investigation. Accountants are now at work in Canadian mills, preparing statements of costs. Such statements, it is understood, are to be submitted to the manufacturers when completed. A public hearing will follow, at which all

parties interested will be asked to discuss the statements.

GOVERNMENT CONTROL OF NEWS-PRINT

GOVERNMENT control of the newsprint industry, involving the taking over of the mills and the regulation of the industry during the war, is favored by the A.N. P.A. A vote was taken on this question and a majority favor the idea. The Southern Newspaper Publishers' Association, at its annual convention in Asheville, N.C., also endorsed this proposal. Similarly, the publishers in attendance at the annual convention of the National Editorial Association at Minneapolis last month, favored the suggestion of Government control.

ORIGIN OF WOOD PULP PAPER

A WRITER in the Newcastle *Chronicle* says that an old hornet's nest caused Dr. Hill, of Augusta, Maine, to make the discovery. A friend and neighbor had told him there was not enough cotton and rags in the world to supply the newspapers and other publications with their raw material. That was about forty years ago, and Dr. Hill took a hornet's nest to the superintendent of a nearby paper factory and asked him, "Why can't you make paper like that?" They sat down together, took the nest apart, analyzed it carefully and decided that if a hornet could make paper out of wood, man ought to be able to do as much. The doctor discovered that the hornet first chewed the wood into a fine pulp. They decided to make machinery and water do what the hornet's mouth did. Such was the beginning of the wood pulp industry.

PAPER FROM GRASS

ALTHOUGH several of the largest paper mills in England have been forced to shut down because the Government stopped the importation of pulpwood, many others have managed to keep going by utilizing grass which they obtain from Scotland, the Fenlands and India.

Printing paper and notepaper is being made from grass mixed with other materials. The cheapest fibre is obtained from rags which are no longer exported. Rag cuttings are now worth \$140 a ton, which is still below the cost of wood pulp, now selling for \$150 a ton. It was \$40 a ton before the war.

NEWFOUNDLAND NEWSPRINT

A CONTRACT has been made with Lord Northcliffe's Newfoundland paper mill for its entire output, for the benefit of small publishers and newspapers without contract, and others who have been paying high prices for their newsprint. This contract gives the Paper Committee of the A.N.P.A. the disposition of about 80,000 tons of newsprint annually. About 15,000 tons are immediately available. The paper will be sold in carload lots at prices less than the prevailing market quotations—about \$3 per cwt. f.o.b. seaboard.

THE PASSING OF THE NEWSPAPER POSTER

THE prohibition of the newspaper poster, says the *British & Colonial Printer*, has removed from the streets a feature that will be greatly missed by the public, as they had in course of long years become a

part of our social life, and to-day London looks strange indeed without its newspaper placards. Even to the older generation of citizens the contents bills were the medium that conveyed the earliest news of striking events, and before the advent of the evening papers many historical happenings reached the general public. The battles of Alma, Inkerman, and Balaklava, the Massacre at Cawnpore, the Relief of Delhi, Stanley's Finding of Livingstone, the Sinking of the Alabama, Capitulation of Lee's Army, the Bombardment of Alexandria, and many more events that caused sensation in past decades, will be remembered by the older of us, while the younger will remember the sensation caused by such announcements as the Death of Lord Beaconsfield, Death of Gladstone and Death of Queen Victoria. During the present war too there have been many noteworthy posters exhibited, and within recollection will be the Bombardment of Whitby and Scarborough, the Jutland Battle, Death of Kitchener, and others of equal interest. Most of us will regret that these interesting bulletins of the pavement have ceased to be, but let us hope that their enforced absence will be of but short duration, and that after the war they will greet our eyes again in all their glory of large type and startling colors.

NEWSPAPERS ON CALICO

THE present shortage of paper and the consequent difficulties experienced by daily and other journals has recalled that in 1849 and 1850 the *Newsclout* was published at Greenock. In order to evade the paper duty and the tax upon "news-papers" it was for some time printed on calico. Copies of the *Newsclout* are exceedingly scarce, but a Scottish bibliographer was fortunate enough to obtain the loan of nine of the issues on calico, and at least two others have been traced. A paper on the subject has been or will soon be read to members of the Glasgow Bibliographical Society.

NEWSPRINT REPORT

THE report of the Federal Trade Commission on the news print paper industry, has been issued in book form. It contains in easily accessible shape a mass of data of high interest to everybody connected with the news print industry, producer, distributor and consumer.

BOILING DOWN THE NEWS

"DURING the past year," says Joseph D. Barry, circulation manager of the Providence *Journal*, "the high cost of paper has compelled publishers to concentrate the news into the smallest possible space, and this has been accomplished without detracting in any way from the value of the newspapers; on the contrary this policy has tended to make the average paper more readable, and no matter to what low figure newsprint should sink in the future, it will never be handled so prodigally as in the old days.

"If good judgment is used in cutting the size of a paper by boiling down the news, there is no reason why the circulation should suffer in any way."

PAPER FROM KELP

A Danish inventor, it has been announced in Copenhagen, has discovered a process for making news print paper from seaweed.

BENJAMIN B. HERBERT

BENJAMIN B. HERBERT, of Chicago, known to the printing trade and publishing fraternity the country over as "Father" Herbert, is dead, after having been in the business almost continuously for 44 years, nearly 30 years as editor of the *National Printer-Journalist*. Mr. Herbert was stricken while attending, last month, the 32nd annual convention of the National Editorial Association at Minneapolis. Death occurred following an attack of heart failure, brought on by heat and the excitement incident to the series of events in which Mr. Herbert was a central figure.

Sunday, the day prior to his prostration, at Red Wing, Minn., his former home, a bronze tablet was dedicated in his honor. The large audience of old friends, the glowing tributes of eloquent speakers, provided a demonstration which taxed his emotions to the breaking down point. Monday Mr. Herbert opened the convention of the Association in Minneapolis with an inspiring invocation — his last words in public. Mr. Herbert had said several times that if the worst should come, he did not want the Association to interrupt its program on his account.

Besides the widow, two sons survive him and both have been intimately associated with him in business for many years.

Mr. Herbert was born May 3, 1843, near Cuba, Fulton County, Ill., and went with his parents to a farm near Red Wing in 1856. He graduated from Hamline University in 1865. He was principal of a Methodist seminary at Rochester, Minn., for one year, then took a law course at the University of Michigan, and practiced at Red Wing from 1868 to 1873.

He became editor of the *Red Wing Republican* in 1873, and was at its head until 1890. He made the paper a daily in 1885, and in that same year brought the National Editorial Association into being. While at Red Wing he took an active part in starting flour milling and pottery enterprises. He took an active interest in educational matters and served on various educational boards up to his death. His home in recent years was at Ravenswood, a Chicago suburb.

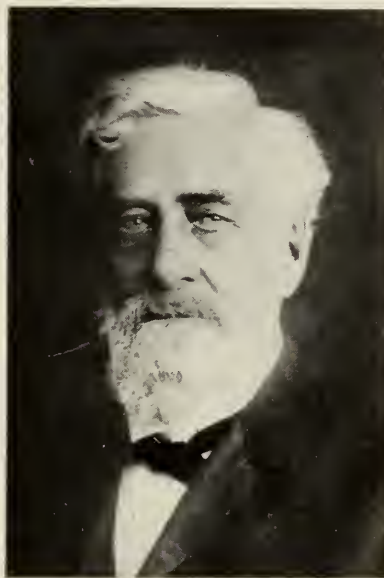
The *National Printer-Journalist*, the magazine which Mr. Herbert edited for 30 years, will be continued under the editorship and management of Benjamin S. and William E. Herbert. The former is editor of the *Ravenswood Citizen*, a local newspaper, and has had 15 years' experience as a business manager, while the latter is a successful salesman of printing as well as one who understands all of the more practical details of the mechanical department. Wm. E. Herbert has been identified with the printing trade for 30 years. Each is peculiarly well qualified to share actively in the conduct of a printing and publishing trade magazine.

CHICAGO EXAMINER

How the press associations and the newspapers handled the selective draft story—America's greatest news story—is a big story and was excellently told in a recent issue of the *New York Editor and Publisher*. The most remarkable bit of enterprise was performed by the *Chicago Examiner*, which in presenting the news of the draft, established a record in news-

paper achievement that is likely to stand unsurpassed for years to come.

The *Examiner* printed recently in all of the regular city editions, in alphabetical form, the name, address, draft, and division numbers of virtually every man in Chicago who will be called to the colors in the nation's first draft army. The *Examiner* printed exactly 40,078 names, ar-



THE LATE BENJAMIN B. HERBERT

Founder and editor of the *National Printer-Journalist*. He passed away suddenly while attending the Annual Convention of the National Editorial Association last month.

ranged fully in alphabetical order, with addresses.

To accomplish this wonderful achievement the *Examiner* chartered thirty-five big print shops in Chicago. It next chartered a fleet of twenty-six taxis to get the matter to and from these shops. Next, it hired and quickly whipped into shape an office force of 200 to take the numbers as they came in from Washington, look them up in the official registration list, and cross-check them to insure accuracy. Next it had a bank of twenty-six typewriters—a machine to each letter in the alphabet—to transcribe these names.

This entire organization was at the end of direct wires at Washington. Consequently, the method of procedure was as follows:

METHOD OF PROCEDURE

The wire flashed the number, it was taken from the tape, painted up to two-foot size, pasted on the wall before the eyes of the 200 checkers and transcribed.

The name was then looked up in the official registration lists by one group, passed on and re-checked by the next group for inaccuracies, then across to the stenographers, who had the particular initial letter of that name. If the name was Morgan, the "M" stenographer got it, and so on.

Every ten minutes the typewritten lists were turned over to the waiting taxis, who made a record run to their particular print shop with these lists and back with type.

This was carried on for a straight stretch for twenty hours, the stenographers, the checkers, the chauffeurs—every one from the heads to the office boy

eating at their post—and at 6 a.m. Saturday over 40,000 names were given to the people of Chicago in complete alphabetical order. And, in the meantime, the *Chicago Evening American* and the daily and Sunday *Examiner* were going ahead with their regular issues, as usual.

TWENTY-FOUR PAGES REQUIRED

The section containing the draft list was of twenty-four pages set in solid agate, which measured over a million and a half agate ems.

This is probably a world's record for the setting of so much matter in so short a time by a daily newspaper. It must be remembered that eight editions of the *Chicago Evening American* and two sections of the *Chicago Sunday Examiner*, containing thirty-eight pages, besides the five editions of the *Chicago Daily Examiner*, were all handled by the same composing-room without any delay or inconvenience.

CURTIS PUBLISHING CO.

COMPLAINT has been made by the Federal Trade Commission against the Curtis Publishing Company, publishers of the *Saturday Evening Post* and other well-known publications, charging unfair methods of competition in interstate commerce.

The complaint states that the Commission has reason to believe that the Curtis Publishing Co. has sold and has made contracts for the sale of large supplies of its publications, and is fixing the price charged on the condition and understanding that the purchasers shall not use or deal in publications or the periodicals of certain competitors and that the effect of such sales and contracts may be and is to substantially lessen competition and tends to create monopoly.

WINDOW DISPLAY WEEK IN OCTOBER

THE American Newspaper Publishers' Association announces that it has been decided to hold the International Newspaper Window Display Week, October 8th to 13th inclusive.

I. C. M. A. CONVENTION

THE annual meeting of the International Circulation Managers' Association, which was postponed in June, will be held in Atlanta October 8, 9, and 10, the board of directors have announced.

HAD A HEARST NEWSPAPER

WHEN Robert Yetton, of Houlton, Me., visited New Brunswick he carried a copy of the *Boston American* with him. At St. Stephen he was arrested and fined \$8 for having the Hearst sheet in his pocket.

U.S.A. EDITORS IN CANADA

WESTERN Canada was visited last month by specially distinguished guests. These were the officials of the National Editorial Association of America, accompanied by their wives. The officials made a tour of Western Canada for the purpose of acquiring firsthand information as to its resources and on conditions generally.

The personnel of the party were: Mr. and Mrs. Will Wilke, of Gray Eagle; Mr. and Mrs. H. C. Hotaling, Mapleton, Minn.; Mr. and Mrs. Lee J. Rountree, of Georgetown, Texas; Miss Mary Hotaling, Mapleton, Minn., and Mr. Rogers Wilkie, Gray Eagle, Minn.

ADLESS NEWSPAPER QUILTS

THE *Day-Book*, Chicago's "adless" afternoon newspaper, published by N. D. Cochran, of Toledo, O., suspended last month.

The *Day-Book* was the creation of E. W. Scripps, founder of the great newspaper organization which bears his name. It was the extreme expression of Scrippism, and had as its cardinal tenets, brevity, direct and simple language, understandable to even those of primary education in English, free of any restraint and limited in its field of truth-telling only by the intelligence and idealism of its editors and writers. It was printed in a body of type of 10 and 12-point, on the theory that fine print is objectionable and injurious to many people. The page was two columns wide and about eight inches deep. News was written almost to the skeleton of fact, cryptic as a cablegram. The idea was to present the reader in this easy form all of the news that the metropolitan newspaper conveys.

But the outstanding feature of the *Day-Book* was that it was a one-cent non-advertising newspaper. It was designed to operate with a profit to the publisher, while depending solely upon circulation receipts for revenue. This was to insure, beyond peradventure, even the abstract or sub-conscious influencing of the editor's utterances by selfish interests of advertisers. The editor of the *Day-Book* needed only to consider the interests of the people. He might, as he often did, act as freely to expose the injustices of industrial or commercial institutions, whose advertising copy was the breath of life to the average newspaper, as he might to reveal or criticize the faults of government. In short, the editor of the *Day-Book* entertained no carking fears or cares over anything that he might care to print in his newspaper which did not violate the private law of good taste or the public laws to prevent libel and indecency. His newspaper was fundamentally irreproachable by any known system of outside control, coercion or even ordinary obligation to any interest, and the editor might conceive any thing which he might conceive to be for the public interest.

N. D. Cochran, the veteran Toledo editor, has been the practical guiding spirit of the *Day-Book* since its inception, and the little newspaper, under his hand, accomplished some remarkable achievements. Obscure as it was it proved to be a terror to some Chicago interests. When it "went after" a public or private institution which the editor believed was offending the public interest, it used bare fists and let the blows fall where they would make dents.

COPYRIGHT INFRINGEMENT

AN IMPORTANT copyright case is that decided by Chief Justice Sir Glenholme Falconbridge in Toronto last month in favor of the Canada Bonded Attorney and Legal Directory against Leonard, Parmiter, Ltd., and Mr. G. F. Leonard. Mr. Leonard had been in the employ of the Canada Bonded Company and afterwards branched out for himself. Sir Glenholme Falconbridge found that the lists offered intrinsic evidence showing conclusively the use made of the plaintiffs' material in the preparation of the defendants' production. He found that the defendant used the plaintiffs' lists, information and

material wrongfully and surreptitiously obtained.

T. H. KAY GOES FARMING

AFTER sixteen years in the newspaper business, T. H. Kay has joined the "Back to the Land" movement, having resigned some months ago from the management of the Cranbrook, B.C., *Herald* and pur-



T. H. KAY

who, after sixteen years in the newspaper business, has gone farming, near London.

chased a fruit farm on the outskirts of London, Ont., where he is now located.

Mr. Kay entered the newspaper game in a humble capacity (not as "devil," however) on the Listowel *Banner*, but in a few years rose to the position of proprietor and editor of a run-down small-town Ontario weekly. This and a few years' experience as owner of the Listowel *Banner* made him ready for some of the "easy money" supposed at that time to be so plentiful in the West. In speaking of his western experience he says:

"I happened to be lucky enough to strike a western city just on the eve of one of those periods of rapid development so typically western, and took the job of advertising manager, collector, and book-keeper on the Medicine Hat *Daily News*, then a struggling one-horse daily of four pages. From four pages the paper grew in no time to twelve pages, some days sixteen (mostly real estate advertising), with the whole staff on the jump to get out the enlarged paper with the very limited facilities at their disposal, and many good stories could be told of the make-shifts put up with.

Despite the rush everybody seemed to find time to dabble in real estate and it was no uncommon experience for clerks and others earning from \$15 to \$20 a week to be buying and selling properties worth thousands of dollars. Of course our staff thought the *News* should at once junk its old plant and put in a metropolitan outfit, but the manager, A. J. N. Terrill, could not see it that way. While other opposition papers started up with a great flourish the *News* conservatively and steadily plodded along, and as opportunities arose bought such parts of bankrupt newspaper equipments as needed. The *News* now has the field all to itself, has a very complete plant, and is

housed in a modern building of its own, specially designed for its use. As to the dabblers in real estate, the most of them made big money, on paper, but were too greedy and waited too long to cash in, as unfortunately was my own experience.

"During the dull times I accepted a position as pilot of the Cranbrook, B.C., *Herald*, which had just been purchased by a syndicate of Cranbrook Conservatives, and its life-long policy of Liberalism changed to the Conservative standard, with yours truly having to write editorials in support of the tottering Bowser Government, and an admittedly third-rate calibre local candidate. You all know the landslide that happened. Not a baker's dozen of Conservatives were returned. Cranbrook at one time in its history had a small daily and two weekly papers, now it is down to one weekly, the other two plants being idle. One of these idle plants was seized for rent and sold last summer for \$200.

"The newspaper publishers of Ontario however could well take a leaf out of the British Columbia publisher's experience. There nearly all the local weeklies charge \$2.00 a year, and get it just as easily as the Ontario publisher gets \$1.00 or \$1.50. It is all a matter of education, and if the publisher of the paper puts a valuation of only \$1.00 or \$1.50 on his product, that is all he can expect to get for it, whereas he could just as easily educate them to the \$2.00 valuation, particularly under the present abnormal conditions."

PORT ARTHUR STAR

THE Port Arthur *Star* is a new weekly newspaper, whose first issue appeared June 21. F. B. Allen is managing editor. The subscription price is \$1.50. In his opening editorial Mr. Allen says:

"We do not take up this publication without realizing the difficulties attached to a new journalistic venture, particularly at this time, when the attention of the people is so largely focused upon the world tragedy that holds the stage in Europe and draws its actors from every part of the globe. We believe that it is essential for the better life of the city and this district that a newspaper such as the *Star* will be, should be published to act as a medium through which the thought of the community may find expression, unhampered by restriction at once galling to the individual and injurious to public interest. While this paper will espouse the cause of the Liberal party with an honest conviction that the principles upon which that party is founded are in the best interests of the masses of the people, as distinguished from the Conservative party, a body more or less bound up with the class which has for years sought, and continuously received rich privileges from the federal and provincial governments over which it exercised control, we will not be so blinded by party prejudice as not to recognize good where it exists, and render credit where it is due.

NEW PUBLISHING FIRM

THE incorporation of the United Publishers of Canada, Limited, with headquarters at Toronto, and a capitalization of \$200,000 is officially announced. The company proposes to carry on the business of publishers, booksellers, printers, lithographers, etc.

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

The Graphic Arts Society, which is to say the employing printers, of Vancouver, held a picnic last month. This is the second of the get-together functions the society has had this year.

Mrs. Belle H. Angell of Vancouver was the only woman delegate to the convention of Manufacturing Photo-Engravers at St. Louis. Twelve years ago, when her husband died, Mrs. Angell had a large engraving establishment thrust upon her, she didn't know a developer from a routing machine, but she soon found out, as is evidenced by the fact that she developed the shop into a manufacturing plant that is the biggest of its kind in Vancouver.

Mrs. J. H. MacGill, who has recently been appointed assistant to the Judge of the Juvenile Court of Vancouver, is a well-known journalist. She at one time toured the Northwest and produced a number of articles which were published in this country and Great Britain. A New York magazine sent her on a commission to Japan, when she attended the first Japanese Diet. On her return from the Orient, Mrs. MacGill owned newspapers, which she edited herself. She has resided in Vancouver since 1902, the year of her marriage. Mrs. MacGill has turned her attention to reforms and investigating laws which related to women and children. On this subject has published a book.

SASKATCHEWAN.

Alf. Wyldeman of Kenora has taken charge of the publication of the *Expanse Advertiser*.

G. W. Stainsby is advertising manager for the Saskatoon *Phoenix*. Mr. Stainsby was formerly superintendent for the Canada Iron corporation of Fort William.

The Dundurn *Enterprise* has changed hands. The new proprietor and manager is J. A. Clarke who has been connected with the paper for the past year.

J. D. F. Eustace, business manager of the Saskatoon *Star* since its organization in 1912 and formerly with the Saskatoon *Capital*, has been made business manager of the Regina *Post*.

W. J. Kerr has been killed in action. For two years previous to enlisting he was on the staff of the Nokomis *Times*. He took a keen interest in all lines of athletic sports and won many prizes both in Saskatchewan and Ontario for running, jumping and skating. He won a Distinguished Service Medal. He was about 26 years of age.

MANITOBA

The Winnipeg *Free Press* Carriers have formed a band.

Fully fifteen hundred members of the Printers and Allied trades of Winnipeg, celebrated their annual picnic last month.

John W. Dafeo, editor of the Winnipeg *Free Press*, and a power in the West, has issued a statement calling on the English Liberals who are in favor of conscription, to organize with Fred Pardee or Frank Carvell as leader.

ONTARIO

The Owen Sound *Times* and *Sun* were back of a local Dollar Day last month.

George Dottridge, a returned soldier, has taken a position as a reporter on the staff of the London *Free Press*.

Reg. Hylton, of the newsroom staff of the London *Free Press*, has taken a position as a linotype operator on the St. Thomas *Times*.

A baby boy has been born to Mr. and Mrs. Carl Richardson. Mr. Richardson is Western Ontario editor of the London *Advertiser*.

The St. Mary's *Journal* has selling influence in far Saskatchewan, for a tailor advertising in the *Journal* received an order from a *Journal* reader in Caron, Sask.

W. J. Watson has sold the Oshawa *Vindicator* to C. and R. J. Davidson of Toronto.

C. Davidson, the senior member of the new firm, has been on the staff of the Toronto *Mail and Empire* for some time.

Major Robert Pollock, formerly editorial writer on the Owen Sound *Times*, has been slightly wounded at the front. He is credited with having personally captured a German officer wearing the Iron Cross.

Glasgow & Brook, subscription book publishers, have organized an American company, where Mr. Brook is in charge. In the United States they are selling the Warner Library and a new series, *Chronicles of America*.

Lieut. John H. Creighton, son of Rev. Dr. W. B. Creighton, editor of the *Christian Guardian*, Toronto, has been reported wounded. Two years ago when he was third year student at Victoria College, he volunteered for overseas service.

The London *Farmers' Advocate* announces that it will publish this year an Annual Exhibition Number which will circulate largely at all the leading Fall fairs and exhibitions in Canada. This special issue will be out on August 30th.

W. Cameron Kester, M.A., of the editorial staff of one of the Quebec City dailies, and a son of the late Dr. Kester, of Ingersoll, Ont., has been married to Mary Douglas Sparks, youngest daughter of the late Dr. Thomas Sparks, of St. Marys.

Roy Jenkins has resigned as night foreman of the newsroom of the London *Free Press* to take the position of foreman of the Brandon *Sun*. Mr. Dave Johnston, of the day staff of the *Free Press* takes the night foremanship of the *Free Press*.

Sergt. William E. Elliott, formerly of the editorial staffs of the London *Free Press* and the Toronto *News*, has left for overseas as senior non-commissioned officer of a cyclist platoon from Military district No. 1. Sergt. Elliott's two brothers are also in the service.

The *Camp Borden Magazine* has made its appearance. It is a 16-page publication, designed to furnish entertainment and to serve as a souvenir. The magazine is printed by the *Sentinel Review* of Woodstock, sells for five cents, and all profits are to go to military charitable objects.

William Finley, managing editor of the Ottawa *Journal-Press*, is planning another big meeting in Ottawa shortly in the interest of good roads in general and the Prescott-Ottawa highway in particular. This good roads gathering will be similar to the one held two years ago in Ottawa through the efforts of Mr. Finley, who has taken the lead in the good roads movement in Ottawa.

Lieut. H. M. Blake has been seriously wounded in action. He is 29 years of age and went overseas with a draft from the University Training Co. For some time he was on the reporter staff of The Toronto *Star*. He subsequently became managing editor of the Penticton Weekly *Herald*. Before enlisting he was with the Vancouver *Advertiser*, but returned to Toronto to join the colors.

Ward's Island, Toronto, has a weekly paper known as *Ward's Island Weekly*. It is the official organ of the Ward's Island Association, and is to be published each week during the summer months. George Goulding is the editor, and associated with him on the publication committee are Dr. J. G. Ward, Bernard E. Sleeth, and William T. Gregory. The publication is eight page quarter size and contains much news of the Island, especially of sporting events.

Lieut. F. S. Hubbs, former publisher of the Hastings *Star*, has commenced the publication of a small magazine called B. I. M., in Murren, Switzerland. When war broke out Lieut. Hubbs went overseas with the 4th C. M. R. and after taking a machine gun course was transferred to the 5th C. M. R. At the battle of Zillebeke on June 2nd, 1915, he was wounded in the leg and taken prisoner by the Germans. His captors realizing that he would never again be fit for service sent him to

Switzerland, where he is interned until the end of the war.

A Collingwood old boy, Jas. Stewart, now of Duluth, visited his birth-town last month. It is twenty-five years since he left Collingwood to seek his fortune in the Minnesota city of Duluth. There he entered the office of the Duluth *Herald* and for a quarter of a century has remained with newspaper work. For a few years—ten—he was on the Pacific Coast and in the city of Aberdeen, South Dakota, but four years ago returned to The *Herald*, where he occupies the editorial chair.

The Guelph *Mercury* published a handsome souvenir edition on July 20, in commemoration of the fiftieth anniversary of the issue of the *Mercury* as a daily newspaper. The letter press contains much interesting matter connected with that paper's early history and touching upon early Confederation days. It is illustrated by numerous photogravures of men who have been connected with it, or contributed to its columns. It includes J. C. McLagan, James Innes, Rev. Dr. Sutherland, E. F. B. Johnston, K.C., Dr. James Hough, Hon. Charles Clarke, William Houston and many others. The edition is creditable to the present publisher, J. I. McIntosh, and his staff, of which A. R. Kennedy is the editorial head.

A. J. McFaul recently became advertising director of the St. Paul *Dispatch* and *Pioneer Press*. Mr. McFaul was born at Kingston, Ont., thirty-four years ago, but he went to St. Paul when only three years old. The next twenty years of his life were spent in the Twin Cities, where he obtained his education. His first newspaper work was with the Minneapolis *Tribune*, where he held the position of northwest editor, reporter, telegraph editor, make-up editor and Sunday editor. He then joined the Chicago *Tribune* staff, going from there to the National Cash Register Company, Dayton, Ohio, where he was in charge of all advertising publications. Later he held positions as copy writer and then solicitor Frank Seaman, Inc., the New York advertising agency. He returned to Chicago as retail advertising manager of Marshall Field & Co., and later took the additional work of the sales manager of the "store for men."

QUEBEC

Paul Caron, well known French-Canadian newspaper man, was killed recently "somewhere in France." He was a member of the French Foreign Legion.

Henri Bourassa, editor of *Le Devoir*, at the request of The New York Evening *Post*, prepared a four-column article for that journal, on "Why Canada Should Not Adopt Conscription."

After an anti-conscription demonstration in Quebec last month, the crowd on their way home smashed the windows of the Quebec *Chronicle*, and *L'Evenement*, pasting printed inscriptions on the bulletin boards, "Down with conscription."

L'Unioniste is the name of a new weekly paper published on Saturday in Quebec. It is published by the Federated Council of Trades and Labor of Quebec and Levis, and its circulation is 3,500 copies.

MARITIME PROVINCES.

Printers and book binders are fairly busy in Halifax.

The Chatham *World* is putting on a contest campaign, managed by John Scott.

William Drake and Douglas Fritz have joined the news staff of the St. John *Telegraph*.

J. C. Jones, president of the Printers' Supply Co., Halifax, has been visiting Newfoundland and reports trade good.

Francis Baldwin O'Neill, a member of the composing room staff of the Halifax *Echo* when he enlisted, has been killed in action.

Lieutenant James B. Dever of the St. John Evening *Times* writing staff, has crossed from England to join a New Brunswick battalion on the firing line.

Parnell B. McCafferty, of the writing staff of the St. John *Telegraph*, has tendered his

resignation and will become editor of the *New Freeman*, a religious weekly published in St. John.

W. E. Hopper, formerly of the staff of the St. John *Evening Times* and now with the Dominion News Bureau, Montreal, has been spending his vacation in St. John and St. Martins.

John Scott, who has recovered from the effects of an operation for hernia, finds that he ceased to be editor of the *Newcastle Advocate* while he was in hospital, and is suing for breach of contract.

Frank P. McGowan, formerly a typesetter of the St. John *Evening Times*, has been reported killed in action. When war was declared he was working on the *Cincinnati Inquirer* but promptly left for Canada and enlisted in Windsor, Ont.

Don. F. Fraser, of the *Eastern Chronicle*, New Glasgow, N.S., was recently re-elected, for the third year, Grand Master of the Grand Lodge of Masons of Nova Scotia. The Assistant Grand Secretary of the Masons is J. C. Jones, president of Printers' Supplies, Limited, Halifax.

A. C. L. Tapley, formerly office manager of the St. John *Telegraph and Times*, who has been manager of the Royal Print & Litho., Halifax, for the last four years, has resigned to accept a position in Toronto. Before leaving Halifax the members of the staff assembled and after conveying their best wishes, presented to him a fine silver smoking case, appropriately engraved.

The official announcement of the causes for which decorations were awarded, says, Captain Alexander McMillen, D.S.O., head of J. & A. McMillan, printers and publishers, St. John, that "By personal example and disregard for safety, he gained an objective in the face of heavy fire." Captain McMillan is reported in hospital, suffering from the effects of the strain of the battle of Vimy Ridge.

At a special memorial service held in St. Mary's Anglican Church, St. John, in honor of the late Frank P. Mackenzie, missing since last October and recently reported killed in action, the rector paid a high tribute to this former member of the *Telegraph* composing room staff. A delegation from the Typographical Union was present and the rector commented favorably on the fact that the union members at home continue to pay the dues of their overseas members at home continue to pay the dues of their overseas members, in order that they and their families may continue to reap the benefits of the organization.

Oakes S. Dunham has resigned his position as editor and manager of the *Digby Courier* of Digby, N.S., and has removed to Bridgetown, N.S., where he has become the owner of the *Bridgetown Monitor*. Twenty-nine years ago he entered the employ of the *Courier* as an apprentice, continued as printer and later as foreman and since 1898 has been editor and manager. He has been one of the most active and prominent citizens of Digby, having served as alderman and mayor, secretary of the Western Nova Scotia Board of Trade, has held the leading offices in the Oddfellows, the Yarmouth Encampment, and the C.O.F., and has served as commodore of the Digby Yacht Club since its organization.

NEWFOUNDLAND

The Bay Roberts *Guardian* which suspended publication on May 4, resumed publication again on June 22.

Rev. G. H. Maidment, formerly managing editor of the *Diocesan Magazine*, has been appointed a chaplain of the Newfoundland regiment, and is now in France.

A handsome and artistically bound volume compiled and edited by W. J. Carroll was recently presented to His Grace Archbishop Roche, of St. John's, by the Catholic people of that city.

In the National Government just formed in Newfoundland, Dr. Lloyd, formerly editor St. John's *Telegram*, is Minister of Justice, and W. F. Coaker, president of the Union

Publishing Co., publishers of the morning and *Evening Advocate*, is also a member of the Executive.

Chesley B. Stevenson, accountant at the office of the St. John's *Daily News* was married on July 19, at the Anglican Cathedral, St. John's, Nfld., to Miss Margaret Cook of that city. The ceremony was performed by Rev. J. Brinton, and was witnessed by a large gathering of friends.

The Dead

Col. Benjamin B. Herbert, of Chicago, founder of the National Editorial Association, died at the University of Minnesota farm school hospital last month. Col. Herbert had been attending the National Editorial Association convention in Minneapolis.

Clifford W. Adams, of Toronto, died last month at Colorado Springs. He was a journeyman printer in the employ of the Brown-Searle Printing Company, Toronto, and has worked in other Toronto shops. A brother is Ernest E. Adams, of the Herald Press, Montreal.

Manton Marble, formerly proprietor of the *New York World*, died last month in England. The *Times* prints a sympathetic obituary, in which it mentions Marble's efforts on behalf of good relations between America and Britain, and also Marble's personal friendships with many prominent Englishmen in politics and science.

Joseph Quinn, travelling reporter for the *Canadian Sportsman* for 25 years, is dead, in Toronto. For over 20 years he was connected with the *Canadian Sporting World*. The *Buffalo Courier* in speaking of him once said: "He was a credit to the horse world." Despite his profession, Mr. Quinn never did any betting. Mr. Quinn was born in Co. Tyrone, Ireland, 68 years ago, and went to Toronto four years ago from St. Catharines.

Mrs. Jessie Kerr Lawson is dead. She is a well-known journalist of a generation ago. She began her career on The *Toronto World*, later going to Scotland where she wrote for the series of newspapers and weeklies published by the late Sir John Leng of Dundee. In 1911, Mrs. Lawson returned to Canada to be with her family, and took up her residence in Toronto.

W. J. English, proprietor of the *Bell Island Miner*, is dead in Newfoundland. He was in his 55th year and was one of the old school of printers and studied the case with his father the late Joseph English, who at one time published the *Weekly Advocate*. Later he was attached to the staff of the St. John's *Colonist* and for several years was foreman of the *Daily News*. Besides being an expert printer, he was also the author of several poems. For upwards of ten years Mr. English has been a resident of Bell Island. His publication, though small in size, had a ready sale among the miners, for to them and to the people of the Island William English was a staunch friend.

General

Louis Raemakers, whose cartoons depicting the hideousness of German warfare have aroused the ire of the Kaiser and the Prussian military caste, has arrived in the United States. He is a little, inoffensive-looking man, mild mannered, and of gentle mien. Since the entrance of the United States into the war, Raemakers has drawn cartoons that have worried the Germans. Try as does the Prussian organization to keep them out of Germany, some way or other they find their way over the shell-torn fronts, and through the hedge of glittering bayonets, to the people who can see at a glance what the entrance of the new ally into the world war means. Raemakers wants to understand the American psychology of the situation. Already he is at work, producing a series of cartoons, Raemakers's "made in America" pictures.

William J. Robinson, a former New Brunswick, now on the staff of the *Boston Globe*, is rendering assistance to the Kilties in their campaign for recruits in Boston. Mr. Robin-

son served in France for thirteen months with the British Army Service Corps. Upon his return to Boston he engaged in newspaper work on the staff of the *Globe*. He has written several books on the war and has contributed many articles to American magazines in support of the cause of the Allies.

Henry Ford has filed his answer to the \$1,000,000 suit for alleged libel brought against him in the Federal District Court in New York by the Vitaphone Company of America. The suit is based on the allegation that on May 5, 1916, Mr. Ford caused to be published in 250 newspapers an article entitled "Humanity and Sanity," in which it was charged that the agitation for preparedness was due to the efforts of munition manufacturers, who were merely seeking profit. In the same article the statement was made that a picture play called "The Battle Cry of Peace," produced by the plaintiff, was inspired by Hudson Maxim and others interested with him in the manufacture and sale of munitions. In describing the picture play, Mr. Ford said it did not represent the true conditions of the country at that time, and was presented at a time when the country had not been, and was not threatened with an attack or with war from any country. Mr. Ford said that he considered it his duty as a citizen to publish the article referred to, that he believed the statements made in his article were true, and that he acted without malice or ill-will toward any one.

For these reasons he asks the court to dismiss the suit.

Maj.-Gen. Pershing has appointed Frederick Palmer of New York to his staff in the intelligence department with the rank of Major. The appointment is in line with Gen. Pershing's purpose to secure specialists in all branches of the service, and Mr. Palmer's long experience at the European front, at Headquarters, was regarded as making him particularly valuable to the staff at this time. He will have general charge of the army's relation with the American press, and while his activities will be chiefly devoted to that work the staff will be able to utilize his war-acquired knowledge in other respects.

That the war has had a salutary effect on business in Canada is the gist of replies by Canadian merchants to letters recently sent out by Brill Brothers, a New York clothing firm, at the behest of the New York *Deutsches Journal*. There was practical unanimity in declaring that after the novelty of war had worn off and people had recovered from the depression caused by the poor crops of 1913, business began to boom and is now better than it ever was. Some of the prosperity is attributed to the large war expenditures of the government and the high wages received by workmen. The *Deutsches Journal* reproduced the letters, of which there were over forty, as a page advertisement in its issue of June 10.

Sir George Perley, Acting High Commissioner in England, has sent a cablegram from London to Mayor Church of Toronto, asking him to arrange for the sending of sporting news to the boys in the camps and trenches. Sir George cabled as follows: "Understand from newspaper clipping you are making arrangements to cable sporting news to certain newspapers here and would like to arrange to have such news reach men in trenches. Small daily sheet called Canadian Daily Record is now published here under Canadian War Records Office, which is a branch of the Canadian Overseas Department. This Daily Record is intended to provide information for Canadian troops, and should be glad if it could be provided with copies of your messages."

Two hoboes met recently on a blind siding. One was a printer who could do work cheaper than any of his competitors, the other didn't have any money either.

The judge looked over at the prisoner and said: "You are privileged to challenge any member of the jury now being impaneled."

Hogan brightened. "Well, thin," he said, "yer honor, O'll foight the shmall mon wid wan eye in the corner there forninst ye."

Newspaperdom

The publishers of *Scribner's Magazine* have purchased *Architecture*, which they will continue.

Detroit papers increased rates by 5 cents per month on July 1. This to local subscribers.

The *Christian Science Monitor*, of Boston, has increased its price from two to three cents a copy.

Puck, a humorous periodical, has been sold to the International Magazine Company, owned by William Randolph Hearst.

The A.N.P.A. is unalterably opposed to the levying of any tax on newspapers that is not placed on all other industries.

The Philadelphia *Evening Bulletin* is issuing an admirable little brochure with a cover in colors, containing a collection of patriotic songs and American sentiments.

The *Amerikan Tyomies*, a newspaper printed in the Finnish language at Superior, Wis., has been refused admission to the Canadian mails and circulation otherwise in Canada.

Arthur Brisbane, the New York editor, has bought Frank A. Munsey's Washington *Times*. The *Times* is an evening paper. Arthur Brisbane has for years been attached to the Hearst papers and was the brains of the New York *Journal*.

Oregon Exchange is the title of a new monthly magazine for the newspaper men of Oregon which has just been published by the School of Journalism of the University of Oregon. The magazine is sent free to Oregon newspaper men.

M. Harris, publisher of a paper at Mounds, Ill., is not very optimistic, if one may judge by a want ad. he had inserted in a trade paper. His ad. was: "Wanted—A printer to take entire charge of my weekly paper while I go to war. Job may be permanent."

The radical *Weser Zeitung*, an old newspaper of Bremen, Germany, which it was reported was to be brought by the Krupp interests, which were to make it a Pan-German and annexationist organ, is on the market. The owners say they will never agree to sell it to the Krupps.

The Dublin newspaper, *Kilkenny People*, was seized and suppressed on July 18 by the police and military authorities. This paper is an important local weekly conducted by Edward T. Keane, an active politician since the days of Parnell and now chairman of the local Sinn Feiners.

A new tax of five per cent. on the net profits of all newspaper and magazine publishers was written into the war tax bill by the Senate Finance Committee, in lieu of the 2 per cent. advertising tax previously agreed upon, and of the second class mail rate increases proposed in the House bill.

The New York *Herald* is publishing a special Sunday magazine known as "The Magazine of the War." The new magazine, which is a supplement to the Sunday *Herald*, will be devoted to the war and will include news and pictures of the American soldiers and sailors in the United States and Europe.

The United States Senate Finance Committee has taken what the members expect to be final action on publishers' taxes in the war revenue bill, adopting by a vote of 8 to 6 an increase of one quarter of a cent a pound on second-class postage rates, and an additional levy of 5 per cent. upon publishers' net profits over \$4,000.

Warren Townsend is editing a new department in the San Francisco *Bulletin* known as "Your Troubles." Mr. Townsend's principal duty is to give advice to persons in trouble. It is also publishing stories of persons who have overcome personal problems and who have stories of good cheer for persons similarly distressed.

The military authorities in various parts of Germany publish orders that all brochures, leaflets and the like in which questions of public interest are discussed must be reported to the military authorities before publication or distribution. Immense sums of money are being spent by pan-Germans in broch-

ures, newspaper agitation and the purchase of *The Berlin Lokal Anzeiger*.

The "Port of New York" Supplement, which the New York *Evening Post* issued on June 20, has been reprinted in miniature facsimile form, containing 116 pages, about 8 by 4 inches, four columns wide. The rotogravure cover illustration and more than 50 other pictures are reproduced. The facsimile is printed on lightweight super paper. Special edition is bound in cloth covers.

The Prize Court condemned 1,500 bags of "reptile press" matter sent out by the intelligence department of the German Foreign Office, and seized on three steamers. Many thousands of pamphlets were in various languages, Dutch, French, Arabic, Spanish, mainly denouncing British rule in India. Some of the stuff was intended to reach even Bolivia, but will arrive only at the pulp mill.

Richard H. Waldo, secretary of the New York *Tribune*, has resigned his position with the New York *Tribune*, to become effective on the expiration of his contract with the company, September 1. Mr. Waldo, who was former manager of *Good Housekeeping*, and one of the largest figures in the magazine publishing business, joined the *Tribune* three years ago and inaugurated the policy of guaranteeing its advertising.

Leading German newspapers are protesting angrily against Chancellor von Bethmann-Hollweg's decision to allow them to use only 44 per cent. of their former quantity of paper. The *Tageblatt*, *The Taglich Zeitung* and *The Rundschau*, of Berlin, charge the Chancellor with attempting to kill the German press. The *Cologne Gazette* says the blow is a deadly one for the German newspapers, which probably soon will cease to exist.

The *Kinsman* is the official organ of the Associated Kin of the Canadian Expeditionary Force, its third number, and it is one which must prove of marked interest to all those who have relatives at the front. It is profusely illustrated and is decorated with many snatches of verse dealing with war, in addition to which it sets forth the aims of the Associated Kin, and shows the progress they are making in enlarging and developing the organization.

The *Pacific Printer and Publisher* is now owned by Charles McIntyre, who is the sole owner, publisher, and editor. Mr. McIntyre was formerly advertising manager of the Owl Drug Company, and resigned that position to take up his new work with this magazine. His trade journal experience covers a number of years as both editor and advertising manager. He is a trained newspaper man, having been actively engaged in various capacities from reporter on a city daily to editor of a country weekly.

Lord Northcliffe when he visited the United States a few years ago edited a tabloid edition of the New York *World*. The managing editor of that paper, who thought he knew all about the correct ways of a newspaper office when a real Lord was boss, said everybody should come to work that night in a dress suit. Regardless of how or where he got the suit, every man of them, some one hundred and fifty in all, appeared in evening clothes. Lord Northcliffe came in a bit late, dressed as a working journalist, and he was the only man in the building who was not adorned with a spiketail.

Appeal to the Supreme Court of the United States against a majority decision of the United States Circuit Court of Appeals against the International News Service on a suit brought by the Associated Press to restrain the International News Service from rewriting any news contained in newspapers or published on bulletin board has been decided upon. The basis of the appeal to be made by the International News Service will be the minority decision of Judge Ward, of the United States Circuit Court of Appeals, who, in his decision, declared that for the Associated Press to claim any property in the news after its first publication was "pure fiction."

Desiring to relieve his sons of a Teutonic appellation which he believes "will arouse hostility and prove an unnecessary burden in their future social, commercial and pro-

fessional relations," George W. Ochs, former publisher of the Philadelphia *Public Ledger*, has petitioned the courts in this city to change his name to George W. Oakes. "The name Ochs," says the petition, "is purely Germanic in origin and spelling. Your petitioner believed that by reason of the atrocious crimes of the German armies and the impotence of the German nation for the submarine iniquities, a German name, for many years to come, will be obnoxious in this country."

Newspapers and periodical publications in general give practically no evidence of a scarcity of printing paper in Holland on account of the war. The only observable economy now practised is the suspension of the Monday morning edition, by direction of the Government. This was done with a view to economy in fuel. There also seems to be no scarcity of paper for book printing in Holland. In normal times about 80 per cent. of the printing paper used in Holland was made there and 20 per cent. imported from Germany. Now the import from Germany is only 5 to 10 per cent. of the total consumption, the rest being made locally.

There is a peculiar newspaper situation in Detroit. Because of the news print stringency, the afternoon newspapers have abandoned their baseball extras, leaving that field to the *Free Press*, a morning paper, which issues a ten o'clock P.M. extra carrying the baseball results. Thus the tradition that an evening newspaper must issue baseball extras is shattered—and the Detroit afternoon newspapers are getting along quite well in spite of the "sacrifice." As it is obvious that all public interest may be fully served through the publication of but one baseball extra in any city, the Detroit evening papers have solved the problem by leaving the field to a morning contemporary.

The Public Ledger Company, of Philadelphia, has filed a bill against the International News Service, charging that the International has "pirated" news belonging to it in somewhat the same manner recently charged and decided to be unlawful in the case of the Associated Press v. International News Service. It is alleged that the International News Service, being unable to secure true news of the war from the continent or from England, on account of its having been excluded from the use of the cables in consequence of violations of the censorship, has "pirated" the Public Ledger Company's news cabled over from the London *Times*. The Toronto *Mail and Empire* own the exclusive rights for the London *Times* cable service in Canada.

Fleet street has two very popular journalists, who become knights—Alfred Robbins, who, during the last few years, has become almost as prominent as Freemason and as dramatic critic as he has long been, by reason of his association with the *Birmingham Post*; and John Foster Fraser, who has varied his labors as a political journalist with wandering in strange places and strange circumstances. He has been round the world with his bicycle, explored the Sahara on a camel, lived among emigrants in Canada, and wandered from point to point of the Mediterranean coast in cargo-boats. Incidentally, he has tried to get on to the floor of the House; but, probably, he is happier in the Gallery, where his freedom is greater and his responsibility less.

The Chicago *Tribune* has started publication of a small daily paper in Paris with American news for the benefit of United States troops at the front. The news print is sent from the United States, as a supply can be secured in France only with great difficulty. The Paris *Tribune* will be small in size, owing to the scarcity of news print in France, but will contain the "home news" for the boys at the front. The *Tribune* announces: "The work is not undertaken for profit. The paper will be sold at less than cost. It is an effort on the part of the *Tribune* to enhance the morale of the battlers from the States and make life a little more pleasant for the brave fellows who are doing their bit where it is tough doing, for the independence of the world."

PRINTERDOM

The *Listowel Banner* has installed an electric pot to heat the linotype metal.

The firms that supply ready set matter for weekly newspapers, commonly known as boiler plate, have advanced the price from 20c to 27½c a column.

1917 will be written down as the most successful year of recent times by the supply houses. Machinery must substitute for the soldier boy "somewhere in France."

There is not an idle press man, feeder, machine operator or compositor in Toronto. Automatic and labor-saving machinery makers are reaping the harvest.

Nearly 500 of the Government Printing Bureau employes and their families attended last month their annual picnic and tom-bola, which was held at the Victoria Hotel grounds, Aylmer.

The Hamilton Electrotype and Stereotype Co. has moved to larger quarters. The new premises are at 18 South Park street, where the company have 5,000 square feet of floor space. George W. Wills is the general manager.

There are now six firms setting type for the trade exclusively in Toronto, three having been established within the last couple of months. One of these supplies both monotype and slug machine composition. Another concern is about to commence which proposes to set, make up, ready-for-press service. In some American concerns this latter idea has taken firm hold. One of the biggest print shops in Chicago has 90 per cent. of its product set, made up, and ready for chase by an outside firm of typesetters, who specialize in that class of work. This idea is growing in favor, many claiming that it is the only way to get at the real costs of composition.

GOSS PRESSES TO CHILI

THE Goss Printing Press Company of Chicago has installed two of its high-speed quadriple presses, with one extra color, in the plants of El Mercurio, Valparaiso, Chili; and La Nacion, of Santiago, Chili.

U. T. & F. C. A. NOTES

During the past few weeks, certificates on cost finding have been mailed to hundreds of printers who have submitted their statements of cost of production for the year 1916.

This certificate is viewed as of great value by printers, for it is a testimonial indicating that the establishment possessing it is conducting its business along intelligent lines. The certificate will materially assist to prove that the costs entering into any given job are based upon correct lines, and will thus avoid and overcome disputes from any customer who might be inclined to take advantage of an otherwise difficult position. A number of letters reaching the National office conclusively prove this.

The policy established by the United Typothetic and Franklin Clubs of America prior to the Atlantic City convention of 1916 provides for a full utilization of the time of the convention and the talents of those attending, all in behalf of the problems that confront the printer in his individual establishment, the conditions that exist in the printing industry, and the many organization ambitions for the future. This policy will govern the Chicago convention to be held September 17, 18 and 19. The keynote of this year's meeting is that it is to be a convention for all employing printers. The headquarters of the convention will be at the Congress Hotel.

Printers are urged to communicate at once with the convention service bureau, 550 Transportation Building, Chicago, in behalf of any matter that pertains to the convention, their trip to and stay in Chicago, or any other matter that may be of interest to them.

NEW PLANT

GROUND was broken last month for Oswego Machine Works' new building, to be placed just north of the present plant. The building is to be constructed of stone, cement, steel and steel window sash. It will have a solid cement floor resting on rock foundation, and will give additional manufacturing facilities needed to take care of the constantly increasing demand for the Oswego Rapid-Production Cutting Machines. The sales of the Oswego Cutting Machines have doubled practically every five years.

CHARLES D. PALMER RESIGNS

At a meeting of the directors of the Inter-type Corporation, June 12, Charles D. Palmer tendered his resignation as president. In doing so Mr. Palmer made the following statement:

"In June, 1915, my physician advised me that I ought to take about six months' rest from business cares. Prior to that time, however, I had assured many individuals connected with the then International Type-setting Machine Company, who were in doubt as to whether they should not seek positions elsewhere, and had also assured the banking institutions, creditors of that company, whom I represented, that while I was not in any way certain as to the method by which a re-organization would be effected, I was certain that such a re-organization would be consummated. As many of these individuals had based their plans on this assurance, I did not feel justified in then taking the rest which my physician advised.

"From that date I was thereafter continuously and actively engaged on the work of the receivership, and subsequently took, as you are aware, an active part in the re-organization which resulted in the formation of this corporation, the presidency of which I accepted. Since the latter date, February 4, 1916, I have, barring about three weeks last year, been continuously occupied with its affairs. The corporation's business has grown so that the total sales for three months exceeded those of any similar previous period. The factory is now so equipped and its force so organized that production will easily keep pace with its continuously growing business.

"I feel, therefore, that the business is at present in a condition in which I may, without criticism, turn its management over to some one else. I beg to express my appreciation of the prompt response that has been made on every occasion by each member of the board to whom I have from time to time applied for advice or assistance in connection with the corporation's affairs."

In anticipation of this action, Mr. Palmer, early last August, recommended to the board the election of H. R. Swartz as vice-president, who for some months preceding had been the company's treasurer. Mr. Swartz, who is a successful business man of wide experience, has thus for over the past year been closely associated with Mr. Palmer in the development of the corporation's policy and business. Upon the acceptance of Mr. Palmer's resignation by the board of directors, Mr. Swartz, who possesses the confidence of the board and the head of departments, was immediately elected president. He announces that no change would be made in the personnel of the organization.

LITHOGRAPH MERGER

Rolph & Clark, Limited, and Stone, Limited, Toronto, have merged their businesses into a firm to be known as the Rolph Clark, Stone, Limited, to carry on business as lithographers on Carlaw avenue. The authorized capital of the company is \$3,000,000. Its officers are: William Stone, President; T. J. Clark, Vice-President; F. A. Rolph, Second Vice-President and Managing Director, and F. W. Stone, General Manager and Secretary.

CARE OF THE PAPER CUTTER

IT PAYS to take care of the paper cutter although in many shops this machine is neglected and abused shamefully.

Of course the most important thing is to keep the knife sharp, for when this is dull the work requires an extra amount of power and full capacity cuts are likely to strain the cutter and permanently throw the knife bar out of alignment. The phrase, "Keep the Knife Sharp," is cast in good sized letters upon the knife bar of some machines and it is a wise admonition.

In order to keep the machine in readiness for operation all the time, it is necessary to have two blades, so that one may be kept on hand always sharp and it can then be put into the cutter when the dull blade is being ground. When, for any reason it is not practicable to have the knife sent out for grinding, the man in charge of the machine can easily improve its work by touching up the knife with an oil or carborundum stone.

To do this remove the blade and lay it on a bench or table, with the edge of the blade extending a little beyond the edge of the table. Drive large nails through the bolt holes to keep it in the desired position, and then the workman can rub the edge with the oil stone without any danger of the knife slipping and cutting his fingers. After using the coarse stone, the workman should complete the job by smoothing up the edge of the blade with the finer stone.

The working parts of a paper cutter also require occasional lubrication to keep them in proper condition, but this must be done with care and only a few drops of oil applied when and where needed. Properly used the lubricant will greatly improve the work and prolong the life of the machine, but an over supply carelessly applied will cause the oil to work out upon the knife or clamps and spoil the paper stock passing through the machine.

All accumulations of lint and dust should be wiped off daily, where the paper cutter is in daily use, and especial care should be taken to keep the gauges and clamp free from rust or dirt which might soil the paper stock.

Such careful handling of this important machine not only improves its work, but increases the output and lengthens the life of the cutter, thus paying large dividends on the value of the time spent in its care.—R. E. Haynes.

A NEW PRINTING INK

A RUSSIAN chemist is said to have discovered a new ink, the invaluable property of which is that instead of being indelible, it fades away completely in a very short time. The immense advantage of this invention would be the possibility of pulping the paper already containing print and using it over again for making new paper, without, as at present, any considerable loss of bulk due to the lasting effects of ordinary ink.

CODFISH SKIN

A BOOKBINDER has discovered a new material for binding—codfish skin—a doubly welcome discovery in these days of leather shortage. Codfish skin is a material that can be obtained in great abundance, it is also easily procurable and therefore cheap. In appearance it resembles snake's skin. Its strength and durability is equal to parchment. It is easily worked and literally untearable. The use of fish skin as a substitute for leather in the binding of books is not a novelty. Such use of the covering of the finny tribe has been made before. Among others, shark skin has been used for covering books.

H. V. McKinnon, A. E. McGinley and Stanley D. Granville, all of St. John, have been incorporated as the Maritime Advertising Agency, Limited, with power to carry on business as printers, publishers, advertisers and advertising agents. The authorized capital is \$10,000.

Paper Men Live to a Good Old Age

Sir Mackenzie Bowell, J. R. Booth, Richard Brown, Dr. Briggs, and Others, Prove It

By G. B. VanBlaricom, in the Lethbridge *Herald*

IF you want to attain a ripe old age and be healthy and happy, active and aggressive, get into the paper game. Have something to do with the manufacture, handling, sale, or printing of paper.

Look over the octogenarians and nonagenarians connected with the business, and not one of them is thinking of withdrawing to a life of ease and leisure. Here is the list—Bowell, Booth, Adam Brown, Richard Brown, Briggs, Millen, Davis, and Southam, the latter the "kid" of the group, although in his seventy-fourth year.

Sir Mackenzie Bowell, of the *Belleville Intelligencer* and former Premier of Canada, is now in his ninety-fourth year, and the oldest, active working newspaper man in the world.

J. R. Booth, of Ottawa, the millionaire news print manufacturer and lumberman, is in his ninety-first year.

Adam Brown, postmaster of Hamilton, is of like age. What has he to do with the paper game? asks some one. Well, he has been handling dailies and weeklies, catalogues and letters in the post-office of the Ambitious City for over a quarter of a century.

Richard Brown, of Brown Bros., Limited, stationery and bookbinding, passed his eighty-third milestone the other day.

Rev. Dr. Briggs, book steward of the Methodist Book and Publishing House, is in his eighty-first year.

George H. Millen, president of the E. B. Eddy Co., of Hull, the widely-known paper manufacturers, is in his seventy-ninth year.

W. R. Davis, editor and proprietor of the *Advocate*, Mitchell, Ont., is in his seventy-sixth year, and has been at the helm for fifty-seven years.

William Southam, proprietor of the *Hamilton Spectator*, who, along with his sons, has a controlling interest in daily publications in several cities in Canada, and also conducts large job printing establishments, is in his seventy-fourth year. He is the "boy" of the paper octette, whose average age is nearly eighty-three. With the exception of Mr. Davis, of Mitchell, who is handing over the management of his journal to his son, owing to ill-health, all are sprightly of step, erect of carriage, and alert in movement.

SIR MACKENZIE BOWELL

Now, when men, after thirty or forty years' service with some company or institution, retire or are pensioned off, it is thought they have served well their day and generation, and their record is not infrequently deemed worthy of more than passing recognition. But how short is this duration when compared to the career of Sir Mackenzie Bowell, who has been going to work every morning in the office of the *Belleville Intelligencer* for the unparalleled period of eighty-four years. Richard Brown has been coming down daily to his own business in Toronto for sixty-one years. Mr. Booth has been manufacturing in Ottawa for sixty years, and is working as diligently to-day as

when he first launched out in his own behalf. George H. Millen has been with the E. B. Eddy Co., for fifty-one years and is never off the job. Rev. Dr. Briggs has held his responsible post at the Methodist Book Room for nearly forty years, and spent several decades in the ministry previously. Adam Brown, Hamilton's veteran postmaster, was in the wholesale grocery line for forty-one years before entering the Government service. William Southam was a printer for a long time before acquiring the *Hamilton Spectator* in 1877.

When congratulating themselves on being exceptionally fortunate in escaping sickness or accident, many persons will remark sententiously "touch wood." This act is supposed to be a sort of talisman, with the superstitiously inclined, to ward off a possible visitation of disease, or disaster. A better omen for long and happy years is "touch paper." Can any other industry call up as lively a body of business men as those already referred to, whose life records are too widely known to the average reader to require extended review.

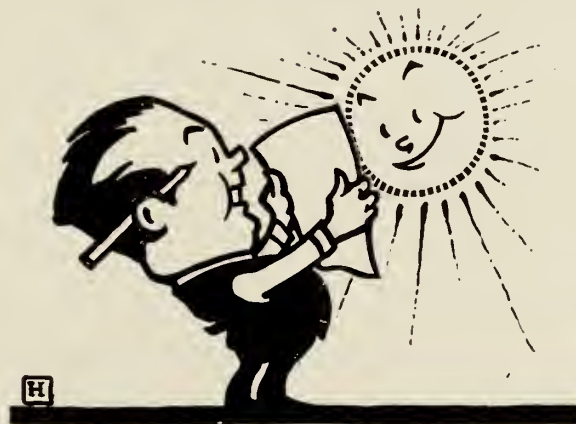
The dean of the party is Sir Mackenzie Bowell, who is the only living charter member of the Canadian Press Associa-

tion, which held its fifty-ninth annual meeting in Toronto last month. He was present at its inception in 1858, and is a past president of the association.

WHEN A PREMIER SET TYPE

Back in 1895, when he was Premier of Canada, and on a trip to the West, he stopped over in Calgary to witness the operation of the Mergenthaler machines, which were then quite a novelty in the *Calgary Herald*. The *Herald* was one of the first smaller dailies to abolish hand setting, and Sir Mackenzie was making casual inquiries about the feasibility of "the Mergs" for his own plant in Belleville. When being conducted through the premises one of the party banteringly asked him if he could still make his living as a typo. Without a word, the then First Minister stepped up to a case of type and, picking up a "stick" lying on the frame, started to work. In a few minutes he had set several lines, and that evening the *Calgary Herald* contained a highly interesting item under a sixty-point caption, "Premier of Canada sets type in the *Herald* office."

Much is being published in every Canadian paper at the present time regarding the urgent need of producing more foodstuff. The national resources organizations have no more ardent supporter than Sir Mackenzie Bowell. Most any fine morning he is on the job with hoe and rake making garden. A few weeks ago, it is said, that he endeavored to get a man to assist him in planting and digging, but not being successful in his search, the veteran publisher and parliamentarian went at it and did the job



BRIGHTEN UP the corner where you are!

If it's only a two-inch space

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HOWELL-DRAWN

will make it stand out.

Write Now for Folder—Right Now.

CARTOONADAY, INC.

303 Fifth Avenue

New York City

Copy specially prepared to fit cuts.

himself. He is also an enthusiastic floriculturist, and on the lawn in front of his attractive home on Bridge street, Belleville, has some choice specimens of a large number of varieties in flowers. He is thus not only assisting in the great production campaign, but it will be remembered that, shortly after the war broke

out, Sir Mackenzie, who is an old military man, and has been a member of either the Upper or Lower Chamber at Ottawa for fifty years, offered his services in whatever capacity he could be most useful, and to-day he walks as sturdily and upright as the youngest recruit.

The Lead Mould Electrotyping Process

Electrotypes that are Absolutely Identical with Originals

By F. A. Ringler, in the *American Pressman*

I WILL beg leave to set forth the main feature of the method by which lead mould electrotypes are produced, as great ignorance prevails in that respect. Many believe, and the adherents of the old method of striking off engravings in gutto-percha, wax, or ozocerite assert that the new method merely consists in the employment of lead in lieu of one of the above named material as an impression medium.

It is here that lead plays an essential part, but the idea of this employment of lead for impressing purposes is not new, as already since fifty years experiments have been made in that direction. All of these, however, have failed, because the experiments always started from the opinion that they might employ with lead the same impressing method as with the much softer impressing agents used before. But this method of impression is not admissible with lead, because the pressure required therefor would need to be so strong that the tender printing parts would be already deformed before the formation of the closed parts, and the impression would become leaded from the adherent lead by shearing off the impressed fine points and lines.

The characteristics of materials hitherto used for producing matrices are to be found in that the formation of the largest recesses takes place before that of the smallest ones. The very contrary is the case with lead in the new method of impression. This method, which has been granted definite patent protection, consists in backing the lead matrix with a soft body, whereby the lead plate of about two millimetres in thickness is pressed or deflected only as far into the recess of the original as is necessary from technical reasons for printing. Thereby, however, the impression process is changed in so far as first the smallest recesses (the block parts) and then only the larger ones, which represents the open printing places, are impressed.

The subject-matter of the lead impression thus consists of the patented employment of a soft backing or lining, whereby simultaneous impression and bending takes place, and this method has, altogether, made it first possible to employ lead plates for impression purposes.

The metal matrix is struck absolutely cold, therefore exact register in multi-color printing presents no difficulties whatever, while in the employment of wax, gutta-percha or ozocerite the drawback of inexact register makes itself disagreeably manifest, as these are materials which are made soft and pliable before the impression by heating and they must undergo changes when cooling and congealing. The metal matrix conducts the elec-

tric current by itself and does not need to be graphited. Thereby the electro has been taken at one stroke from its low social position as a printing form of the second class.

The lead moulded electrotypes are identical with the original. In printing of either no difference is perceptible. This identity of the lead moulded electrotypes and the original in respect of tone is based on the nature of the metal matrix and does not depend on the skill of the workman.

The lead moulded electrotypes has received a most valuable important complement of the method in the arrangement of the impression procedure, that is, by the successive part impression. The extraordinary importance of the possibility of duplicating half-tone plates of the very greatest size safely and sharply, becomes obviously manifest in the production of electrotypes for purposes of color printing. It is evident that a secure fit is guaranteed when all plates belonging to a picture are assembled in one form, struck off under equal conditions in one matrix, and when the precipitating of copper in the bath and the casting of the copper skin take place under the same conditions of temperature. The separation of the copper skin from the metal matrix takes place so easily, suddenly and safely, that no injury and change of the metal matrix or of the copper skin takes place.

The lead moulded electrotypes possess a hitherto unparalleled sharpness, and they are absolutely identical with the original.

ADVERTISING LOWERS THE SELLING COST

THE present agitation on the high cost of living has led to some investigations which have brought out a lot of facts hitherto unknown to the public. Some of the most important work in this line is being done by the Association of National Advertisers, an organization of 260 of the leading advertisers of the United States. Mr. John Sullivan, the secretary-treasurer of the association, formerly advertising manager of the old Montreal *Witness*, has given out some vitally important facts concerning the relation of advertising to selling cost.

"The old idea," said Mr. Sullivan, "that the cost of advertising raises prices dies hard. But the business man knows better. He knows that selling goods is costly business—no matter what the goods or what the selling methods. And he knows that anything which creates demand on a larger scale, and thus makes selling easier, is bound to reduce selling costs and thus helps to reduce prices.

"But evidence is better than argument; facts are better than theories, and we have been at great pains to collect the facts. We have secured an immense amount of data from our members which proves that advertising does reduce selling costs and thus tends to reduce the selling prices of advertised goods. Let me quote a few examples.

"The makers of a famous photographic camera, when they began advertising twenty-eight years ago, made one camera which took a 2½-inch picture and which sold at \$25. To-day they make a far better camera, which sells for \$10. Another which took a 4 x 5 picture, sold for \$60. To-day they sell a far better one for \$20. And so on through the line.

"A prominent hat manufacturer has, by means of advertising, reduced his selling cost seven cents per hat. Result—the buyer gets a hat of better quality at no increase in price; this despite increased cost of raw material and workmanship.

"When the manufacturer of a famous breakfast food specialty began advertising, his goods sold at 15 cents a package. To-day the package is 50 per cent. larger and the price has been reduced to 10 cents. Again advertising did it. The same causes producing the same results.

"The producer of another well-known food specialty is selling his goods at 25 per cent. less to the wholesale grocery trade than four years ago.

"Twenty years ago a nationally advertised shaving stick was sold in a cheap metal leatherette-covered box. To-day a stick containing 20 per cent. more soap is sold in a handsome nickel box at the same price.

"Then take the most conspicuous example of them all—the automobile business—and compare the \$5,000 or \$10,000 cars of ten years ago with the equally goods cars of to-day, selling for a fraction of the money.

"And so on through a long list. In every case the manufacturer either has been able to lower the price or improve the quality at no increase in price.

How has he done it? By means of advertising, which has created a demand on a larger scale and thus permitted production and distribution on a large scale. Result, improved manufacturing efficiency and reduced selling costs. And all of this in the face of a steady increase in the cost of labor and raw materials, which, with advertising eliminated, might in many cases have doubled the price of the goods.

"A triumph of economical marketing" is the only possible verdict for advertising in the face of these facts.

PUBLISHERS

Pursue your "DEAD BEATS" at once.
U will be at a loss
B y letting these accounts drag on.
L et us convert them into SPOT CASH.
I t will save you money, time and energy.
S tart preparing your list to-day.
H esitating will not improve matters.
E very outstanding account will
R egister word "CASH" by our service.
S atisfaction is assured.

Send for forms to-day

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Goodyear Bldg. 154 Simcoe Street
TORONTO, ONTARIO



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The origin of Types and the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Lining Old Style No. 3 has always been a very great favorite since we introduced it, and has proven to be one of the most acceptable type faces for booklet, pamphlet, catalogue and general job work. This paragraph is set in 10pt. giving a perfect idea of the pleasing appearance of Lining Old Style No. 3.

STEPHENSON, BLAKE & CO.

C. H. Creighton, *Manager*

60 Front Street West
TORONTO

Opposite
New Union Station

Drop in when visiting the Toronto Exhibition. You're always welcome.



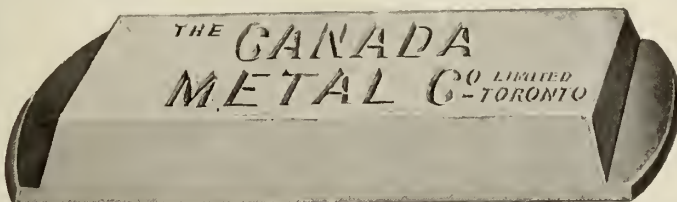
Reliable Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

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Our Special Combination Newspaper Metal

The same metal used in Linotype and Stereotype pot. Suitable with pump or ladle. Saves time and trouble with Improved Results.

We guarantee a perfect Plate or Slug from start to finish. This is a perfect metal for large or small newspaper offices.

GIVES A CLEAR, BLACK FACED LETTER

THE CANADA METAL COMPANY, Limited

MONTREAL

TORONTO

WINNIPEG

Col. MacLean was in Germany When War Broke Out

HOW he got out, what he saw, heard, learned and concluded, he tells in the August number of MACLEAN'S MAGAZINE. Colonel MacLean knows Europe thoroughly. He knows high-up men in all the great political and commercial capitals of Europe — diplomats, bankers and great merchants. These men told him freely and plainly many startling things about Germany and her intentions.

In a contribution of truly sensational interest, abounding in most startling facts, Colonel MacLean points out "The Dangers Ahead." His aim is to arouse Canadians out of their unwarranted confidence and out of their content. You will

find in this article by Colonel MacLean strange, even shocking revelations, and things hard to believe—and you ought to read "The Dangers Ahead" in order that you may help in their avoidance by Canada and her people.

MacLean's for August Is a Midsummer Number

The August MACLEAN'S is excellently balanced, as you will see from these contents:

CONTENTS

The Dangers Ahead. By John Bayne MacLean.
The Menace of Canadian Titles. By Joseph Martin, M.P.P.
Rev. C. A. Eaton—A Canadian Who Speaks Out. By Beatrice Redpath.
Frenzied Fiction for the Dog Days—(Done by the Dipperful.) By Stephen Leacock.
The Human Side of Conscription. By H. F. Gadsby.
Winning the War in the Air. By Agnes C. Laut.
A Circus Story. By L. B. Yates.
Mam'selle Butterfly. By Arthur Beverly Baxter.
The Captain of the Susan Drew. By Jack London.
An Andy Doolin Yarn. By Hopkins Moorhouse.
A Detective Story. By Robert E. Pinkerton.
The Gun Brand. By Jas. B. Hendryx.
Canada's First Woman Member.
Economy in Preserving and Canning.
Women and Their Work—A New Department. Review of Reviews—Regular Department.

Yates who writes the Circus Story, was born in Hamilton. He wrote those stories about Paragon Pete and The Singin' Kid in the Saturday Evening Post.

Leacock is excessively humorous in his Dog Days Sketch, in which he talks about summering and simmering.

Miss Laut fancies that the war may be won by the birdmen, and if Uncle Sam produces 100,000 planes, she may be right.

Gadsby sits in the Press Gallery at Ottawa, and writes brilliantly always. His "Conscription" article is in order.

Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

By the way, Lord Northcliffe has promised an article for the September MACLEAN'S.

You can see that MACLEAN'S for August is just the right type for August.

At All News-Dealers
15 cents

HELP WANTED

You see this sign everywhere. The labor situation is becoming very serious indeed, and it is the duty of every business man to do all within his power to help solve the problem. Mr. Printer, you can do your bit, and relieve the situation by installing an

OSTERLIND

Press, which, with one operator, will do the work of three ordinary platen presses.

The Osterlind Press stands for increased production with less labor, lower operating expense and saving of floor space, at the same time giving you a better quality of printing. It is built to print a sheet 13 x 19 ins. but is generously oversize. It will run easily and quietly at 3,600 an hour.

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Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

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PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

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Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Goss Printing Press Co., Chicago, Ill.

Hoe & Co., R., 504-520 Grand St., New York.

PRINTING PRESS MOTORS

Kimble Electric Co., 635N Western Avenue, Chicago, Ill.

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Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

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Miller & Richard, Toronto and Winnipeg.

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J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

Independent Metal Co., Ltd., 175 King E., Toronto.

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The Levi's, 100-102 John St., Toronto.

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E. L. McGill, 60 Duane St., New York.

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We pay spot cash and highest price for Old Type, Copper, Zinc, Electros, Stereos, and Old Brass.

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Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Beveling and Bordering to the trade.

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The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

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Buyers' Guide

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TRY US OUT WITH A LIST— IT WILL PAY YOU.

We will treat you honestly and promptly and not offend your subscribers.

No Collection—No Charge. Prompt Returns
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*Write for blank forms to list
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REFERENCES:—The Bank of Ottawa, and over 200 satisfied Canadian publishers for whom we have been collecting for the last seven years.

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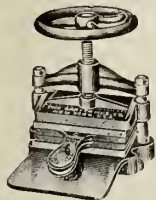
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J. R. Walker & Co.

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PAPER and BOARD

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Beveridge Paper Co., Montreal.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

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Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

BOOKBINDERS' SUPPLIES

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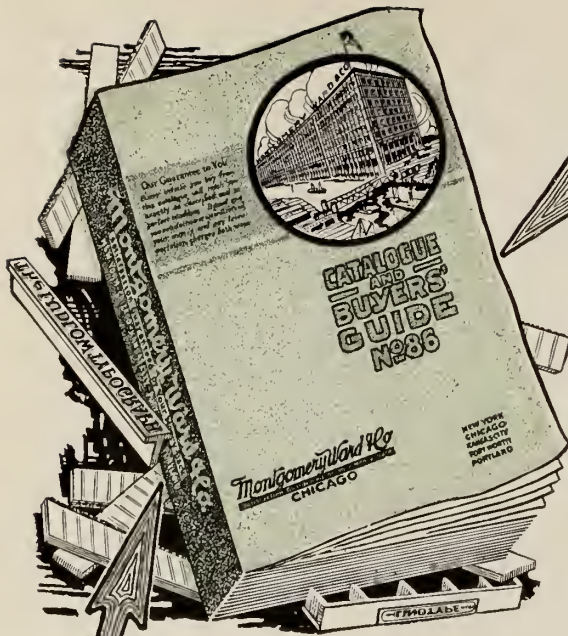
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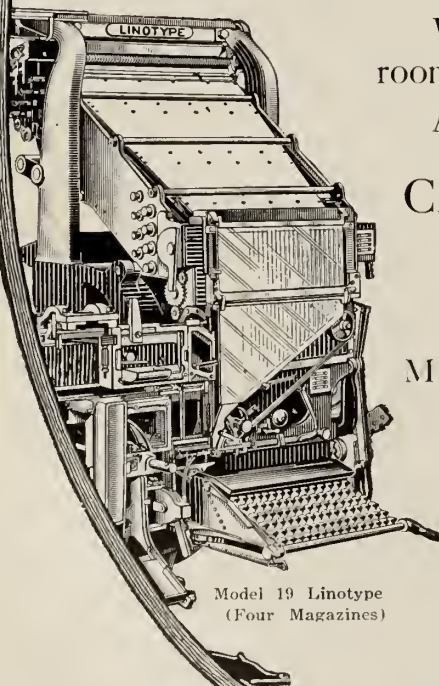
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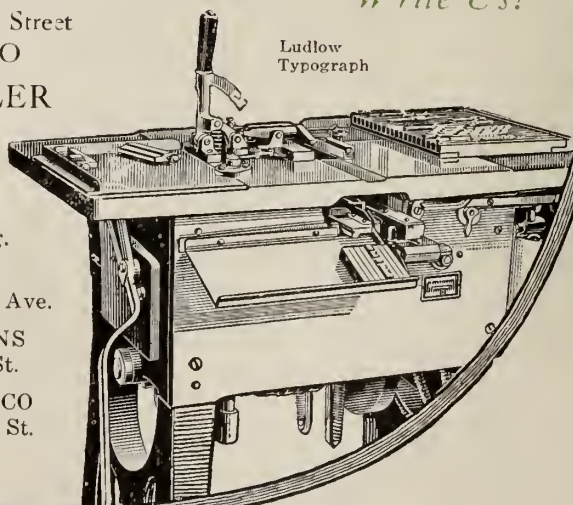
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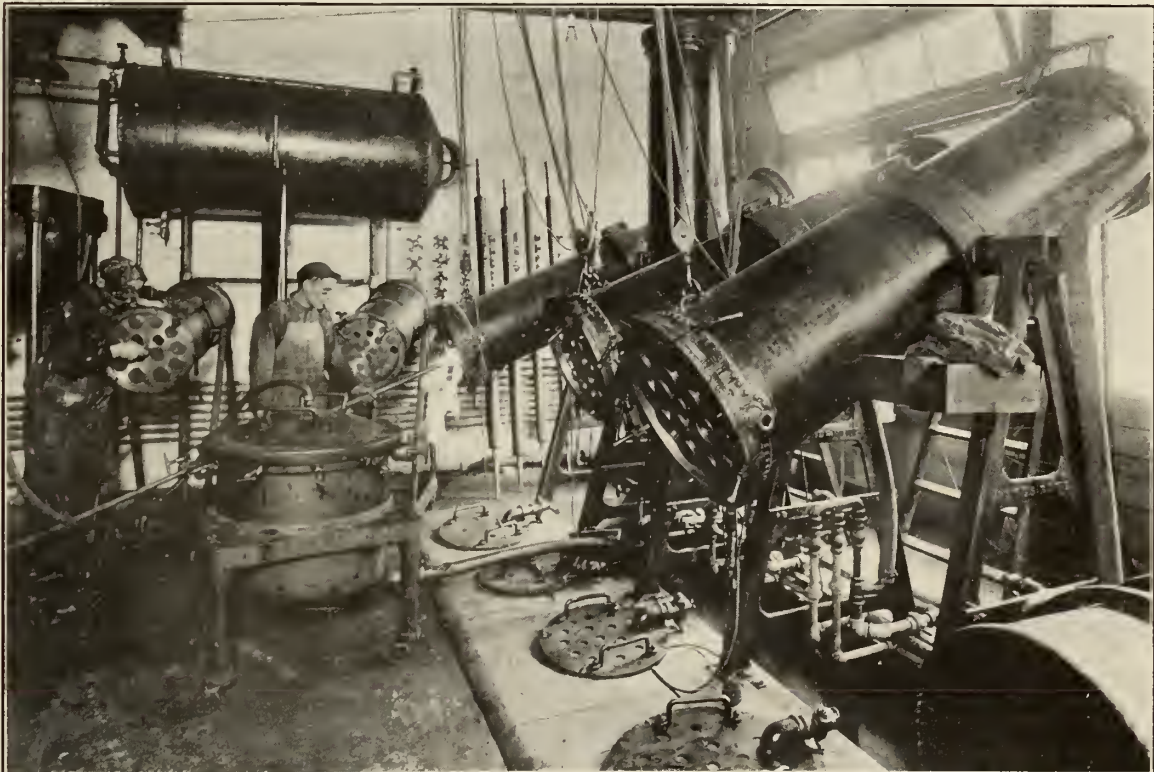
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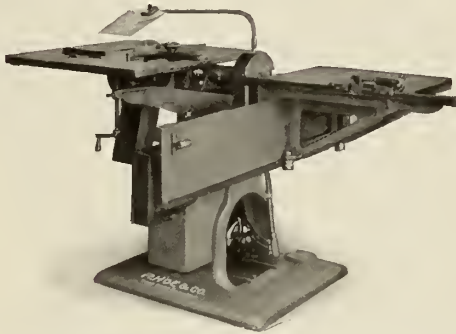
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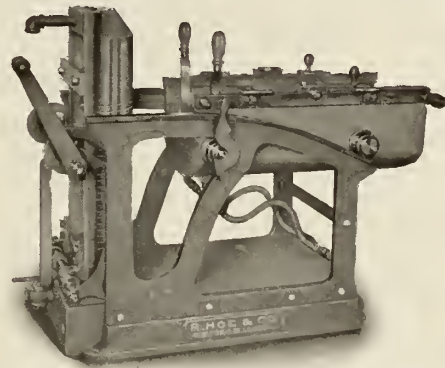
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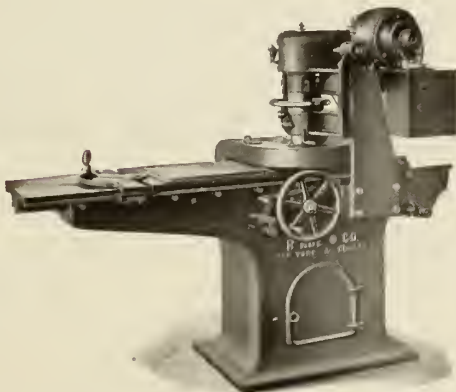
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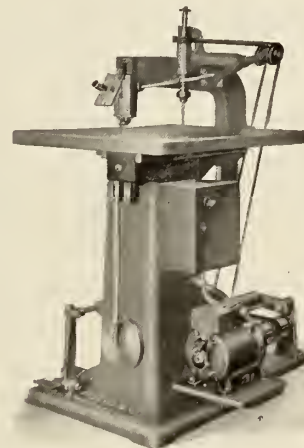
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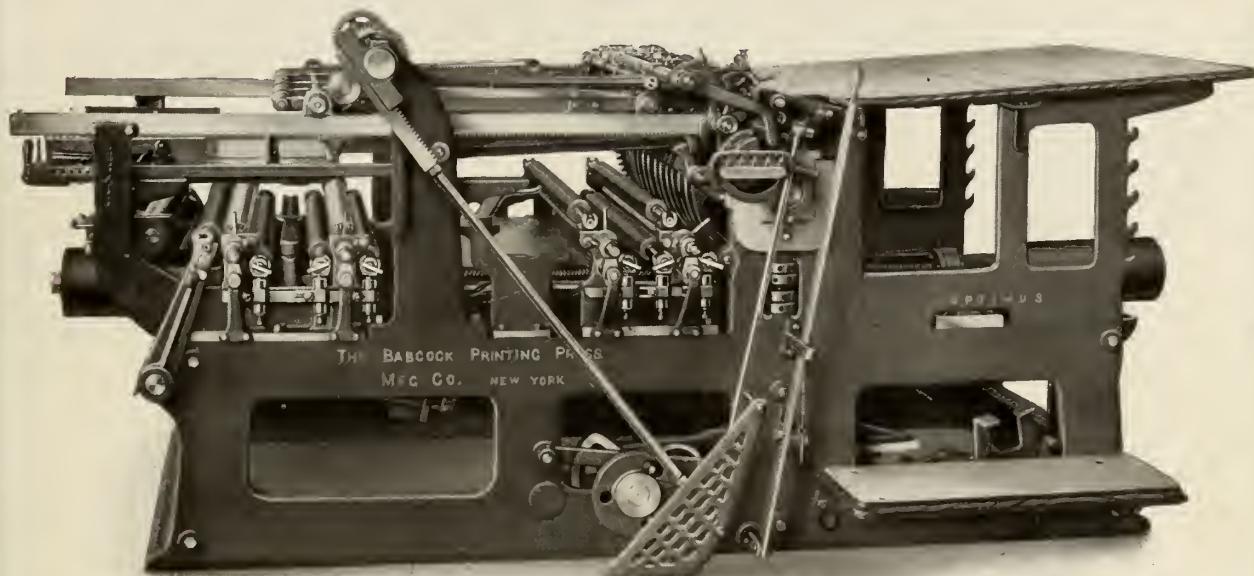
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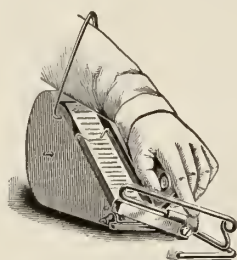
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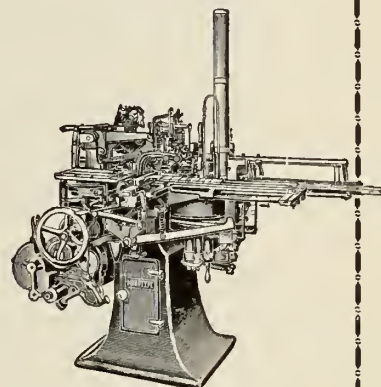
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"From an efficiency and profit-producing standpoint the Monotype Non-Distribution System is the most radical development that has occurred in the field of printing—it marks the beginning of an epoch in the printing industry. The Monotype, with its Lead-&-Rule attachment, is indispensable in the operation of a composing room and in producing printing of quality."—OMAHA PRINTING Co., Omaha, Neb.

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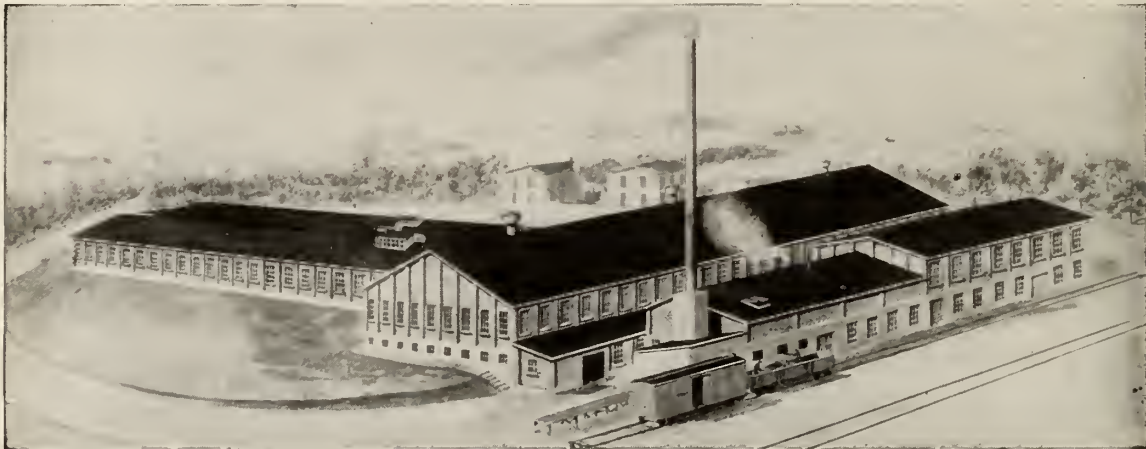
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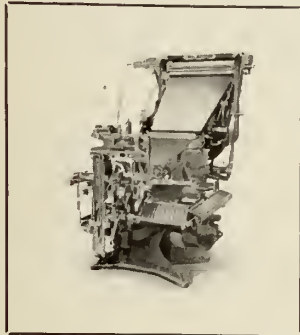
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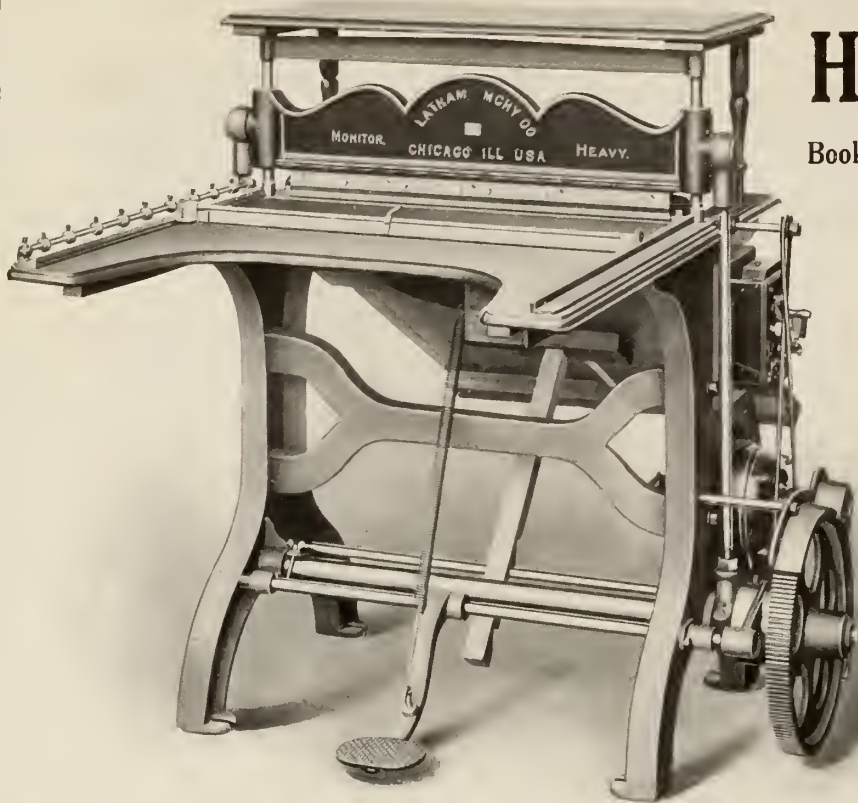
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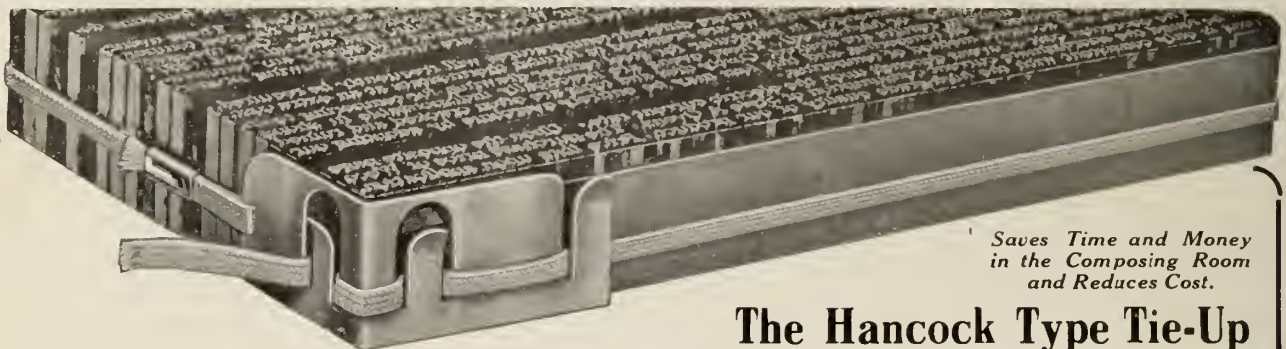
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Certificates of Award
Insurance Policies

Bonds · Diplomas · Checks · Charters ·

Goes Corporation Record

also
Lithographed Calendar Pads

GOES LITHOGRAPHING CO. **CHICAGO.**
42-48 WEST 61ST STREET

· SAMPLES ON REQUEST ·

Reprinted from August Printer and Publisher

SOME REAL BARGAINS

PRESSES FOR A FEW HUNDRED DOLLARS AND ON VERY REASONABLE TERMS

We received many answers to the advertisement and the list below in the August issue of Printer and Publisher. Don't assume by this that there are not still some real bargains. For there are. In plain language the man who needs a press, or who is struggling along with some old, worn-out contrivance is foolish, when he can pick up good cylinder presses at the prices quoted. It will be a long, long time before you will have the opportunity to buy presses like those illustrated below for \$500 and less, and upon very reasonable terms—at but a fraction of their real value.

We simply must have the room for expanding our machine shop, and the room is more valuable to us than these presses, good as they are. It's good business for you to buy one, and it is good business for us to sell under the above circumstances. The presses were taken in exchange when we installed new Whitlocks, Premiers and other machines. Regardless of their value, the presses must go.

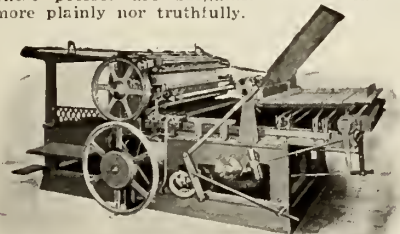
Illustrated here are a few of these big bargains. There are too many to show on this page, but we will gladly supply you with full particulars. And remember—we don't require all the purchase price immediately. We'll arrange terms to suit your convenience.

Get rid of that old-fashioned equipment now. Big prices are being paid for cast iron. And a chance like this to get a first-class press is an opportunity not to be missed.

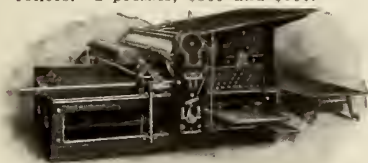
We can tell you how to dispose of your old machine so as to cover all or most of the initial payments on one of these. Ask us.

The prices mentioned in the below list are for postage stamp selling. A representative of ours will call upon you, however, and fix you up in your press problems when you buy. This additional service will cost you but a few dollars, and will be well worth the money exchanged for expert service.

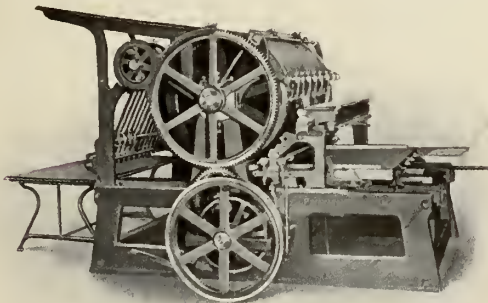
Remember this fact, for it is a fact, the men who have done well in business were the men who knew bargains and bought when they met them. These presses are bargains. Words cannot convey human thought more plainly nor truthfully.



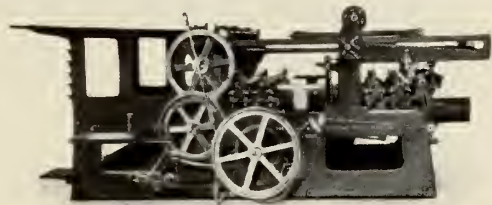
No. 1. WHITLOCK, front fly delivery, bed 37x52, 4 form rollers. 2 presses, \$300 and \$500.



No. 2. WHITLOCK, rear delivery, bed 35x52, 4 form rollers Price \$500

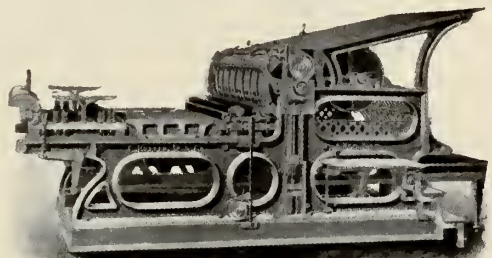


No. 3. BABCOCK DRUM CYLINDER, bed 28x40, 2 form rollers Price \$350

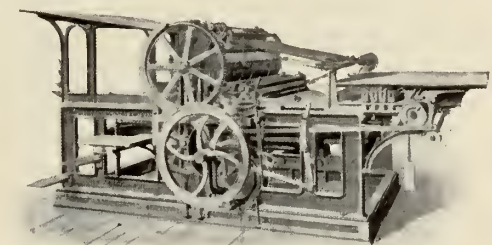


No. 4. OPTIMUS, bed 41x55, 4 form rollers; capable of finest work. Worth \$1,800.....Price \$500

No. 4. OPTIMUS, bed 39x55, 4 form rollers, fine condition; capable of finest work. Worth \$1,800. Price \$500



No. 5. POTTER TWO-REVOLUTION, rear delivery, bed 28x42; capable of handling anything a rear delivery press is built for. Name your own price. It must be moved to make room, and it cannot come into our warehouse.



No. 6. CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37x52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers; as illustrated..... Price \$450

No. 7. COTTRELL TWO-REVOLUTION, front fly delivery, bed 38x55; 4 form rollers; good condition; can do good work; must have the room....Price \$450

No. 8. Same as No. 7 in every way.Price \$450

MANTON BROS.

101-105 Elizabeth Street, Toronto

**Buntin
Gillies & Co.
Limited**



Railroad Ticket Board

For Fall Fair Prize Tickets

BLUE GREEN YELLOW
CHERRY ORANGE RED

22 x 28, 4 ply.—\$ 7.00 per 100 sheets

22 x 28, 6 ply.—\$ 8.50 per 100 sheets

22 x 28, 8 ply.—\$10.00 per 100 sheets

Colored Poster Paper

For Fall Fair Posters

10c per lb.

PINK YELLOW

11c per lb.

BLUE ROSE GREEN
ORANGE

24½ x 36½—35 lb. lapped

24½ x 36½—28 lb. folded

24½ x 36½—35 lb. folded

27 x 41—38 lb. folded

Embossed Folders

Artistic Designs will
make attractive advertise-
ments for distribution at
Fall Fairs.

\$1.00 per 100.

Use "STIC-TITE"—the unexcelled
Powder Paste.



**Hamilton.
and
Montreal.**

WE ARE VERY STRONG ON REAL SERVICE

LEAD MOULD NICKELTYPES

Reproduce half-tone engravings, no matter how fine the detail, just as clearly as in the original—100 per cent. perfect. This is impossible with the old wax system. Lead mould nickeltypes give maximum wear and minimum make-ready. Money can't buy a better service than we give. Your work when you want it.

Ours is the only lead mould plant in Canada.

Write or Phone

ELECTROTYPERS LIMITED

331 ADELAIDE STREET WEST - TORONTO

Largest electrotype plant in the Dominion

THE INLAND PRINTER

*The Leading Journal of the World in the
Printing and Allied Trades.*

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.

Editorials—Valuable and lively on timely subjects.

Correspondence—Questions answered and troubles in general solved.

Proofroom—Questions pertaining to proofreading discussed.

Book Review—A digest of the latest and best works.

Job Composition—In this department problems of job composition are solved and numerous illustrations are shown in colors.

Specimens—Under this head booklets, circulars and other specimens of printing are briefly reviewed, and illustrated.

The Printer's Publicity—A review and constructive criticism of printers' advertising.

Bookbinding—An intimate and detailed description of the various processes of bookbinding.

Cost and Method—Especially valuable to the employer.

Process Engraving—Queries regarding process engraving are answered and suggestions and experiments exploited.

Pressroom—The art of presswork discussed in detail.

Newspaper Work—Detailed descriptions and helpful hints on all phases of this subject are given for the aid of publishers.

Machine Composition—The linotype machine and its product are discussed for the help of the operator and machinist.

Trade Notes—Brief mention of men and events associated with the industry published under this heading.

Advertisements—The advertising section is a directory of representative American manufacturers and supply houses.

Inserts—Four to eight pages in colors each month.

Published monthly. Subscription price, \$3.00 per year; \$3.50 in Canada; \$3.85 foreign.

**THE INLAND PRINTER, 632 SHERMAN STREET
CHICAGO, ILL., U.S.A.**

Samuel Jones & Co.

**PATENT NON-CURLING
GUMMED PAPER**

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables:
Noncurling

LONDON, ENG.

Code:
A.B.C. 5th

THE man who prints 1,000 or more catalogs often forgets that each catalog is a salesman and that its cover represents the salesman's appearance—his opening remarks—that upon the first sally often depends the sale.

SULTAN COVERS

make an irreproachable appearance. They command attention and demand respect.

They are worth thinking about—worth knowing.

SULTAN COVERS are very strong—fold well—emboss well and are hard to tear. They are carried in stock in twelve colors and two weights, 20x25—60 and 20x25—100, called Rhinos.

Any agent will send you samples, or we will if you'll write us.

Niagara Paper Mills
LOCKPORT, N.Y.

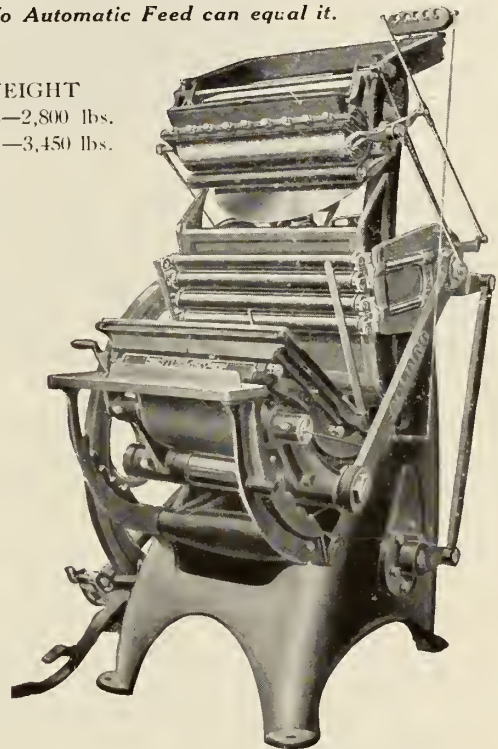
3000 Impressions Per Hour

On 10x15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression—the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

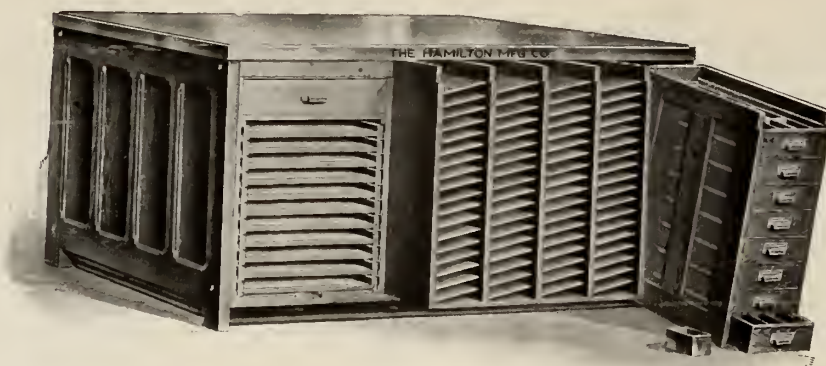
STRENGTH—DISTRIBUTION—SPEED—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for a copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.



Unit Construction

Announcement is made of the adoption of the unit system of construction for our line of Wood Imposing Tables.

This system has been applied successfully for several years to our line of steel tables and has proved to be one of the notable advances in printing office furniture design.

Unit construction makes it possible for you to have tables that fit *your* work, and insures the greatest efficiency.

An advance bulletin showing a representative line of imposing tables made up on this new system is just off the press.

If your "Stone Room" needs improvement this bulletin will prove valuable. A copy will be sent to any responsible printer on request.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

Hamilton Equipments are Carried in Stock and sold by all prominent Type Founders and Dealers Everywhere

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited. { Toronto, 70 York St.
Montreal, 345 Craig St. W.
Rex A. Hand, Representative for Maritime Provinces and Newfoundland, c/o Dufferin Hotel, St. John, N.B.
Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.

American Type Founders Co., 175 McDermot Ave., Winnipeg.
Miller & Co., Toronto, 7 Jordan St.
Richard J. Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.
corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer

The Picture Overpage

THE interesting thing about the illustration overpage is that the original "copy" was uncolored. It shows what can be done from a black original. Often copy which it is desired to reproduce in colors is nothing more than an ordinary uncolored photograph.



The successive printing plates—four in number—used in the printing of the illustration overpage, were just ordinary half-tones, made without the common filter-screens used in three-color and four-color work. Each plate was etched and manipulated to make its printing values equal to those of plates made with the use of the filter-screen. For example, in the blue plate, the sky was allowed to remain in; in the yellow, red and black plates, the sky was cut away. Similarly in regard to other portions of the several plates: they were cut away as to parts and details or were deeply etched, to regulate and assure proper color values and detail effects in the finished picture.

THE cost of producing the four plates used for producing this picture was about \$10.00 less than had the ordinary quadri-color plates been made; besides which the cost of a colored original was saved. The engravers of the plates used in making the illustration, The Reliance Engraving Company, Toronto, say that their product excelled the result secured by a Chicago firm, from a colored copy of the same illustration, in which the separation process was used.



Interesting four-color work. The original "copy" was uncolored



This picture, produced by four printings, using yellow, red, blue and black inks in succession, was made with ordinary half-tone engravings in the preparation of which no filter screen was used. The original "copy" was uncolored. See interpretive note over page.

Devoted to the Interests of the Printers and Publishers of Canada

Printed in Syllabic Characters—Clever Frenchman Who Carves
His Own Woodcuts—The Story of the Cree Printed Language

THOSE who followed Harry C. Stovel's *Reminiscences in PRINTER AND PUBLISHER* in 1916 will recall his account of the devising and use of syllabic characters for the use of the Cree Indians. Now Mr. Stovel sends to *PRINTER AND PUBLISHER* fresh examples of printing in these characters, and some very interesting particulars. Mr. Stovel's letter is as follows:

“A few days back it was my privilege to be at St. Paul de Metis, Alberta, a small place 65 miles north of the next northern east and west bound railway track in Canada. Here I found a printing office in connection with the work of the Roman Catholic Paris priest, Father Therien.

Operating the plant was a young man who came from France some years back. At the time he arrived in Canada he knew no English, and knows very little as yet. Though he was no printer, he has picked up both it and binding. The printing is mostly in Syllabic characters, though he



A pioneer printer and publisher; one of the Stovel Bros. of Winnipeg, and originally of Mount Forest, Ontario. Harry Stovel sent *Printer and Publisher* the interesting letter which forms a portion of the accompanying article. Mr. Stovel recently visited the mission where is published the magazine referred to in his letter, and from which the illustrations appearing on this and the next page are taken.

does some in English. Binding is done in limp covers as well as stiff or board form, some of the books being very creditable indeed. Last year a large work was printed and bound in stiff covers by this Brother Guibert. He is also an adept at engraving with a pen-knife, cutting many illustrations on white birch or poplar wood, found in the neighborhood.

He first obtains a piece of the wood, and, after having it well-seasoned, planes it to a smooth surface and pencils outline of the figure to be given on the wood face; then with pen-knife engraves the cut out nicely; some of them being very well done.

I am sending you a volume of a magazine he gets out. This he set up, printed and bound, and many of the cuts therein he engraved himself. He has hundreds

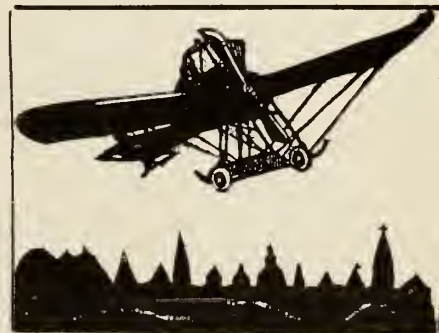
of other cuts than those shown in the book. With this I also send you one of his wood cuts, letting you have an idea of the class of work done. And this is by no means as good as some he has. The cut of the Indian, proof of which he pulled for me, was exceedingly good.

I send also a print of what I believe is the first election dodger ever printed in Cree characters; the Mr. Lessard in whose behalf it was gotten out was returned. The printing office I fancy is the only Cree one in Canada."

PRINTER AND PUBLISHER shows herewith photographic reproductions of pages and illustrations taken from the magazine; of the wood cut sent; and of the election dodger; and hereby acknowledges its sense of indebtedness to Mr. Stovel for his kindness and favor in sending to PRINTER AND PUBLISHER with his contribution. One could wish that Mr. Stovel's letter were longer.



Title page of a magazine published in the Cree language for circulation among the Cree Indians. See accompanying article.



Specimen page taken from the magazine printed by the Roman Catholic Mission in the Peace River Country for the Cree Indians. The illustration acquainted the Indians with aeroplanes and their use in the Great War.

Printers Must Increase Their Selling Rates

A Matter of Absolute Necessity—Wage Increases General—How Hour Costs Have Climbed in Montreal

By W. W. SOUTHAM, Manager, The Southam Press, Montreal

IT IS very, very gratifying to know that PRINTER AND PUBLISHER is alive to the present strenuous situation in the printing business, namely, increased costs.

The labor situation in Canada has been such that large increases have been granted to printers generally. These increases have been made by practically every printer in Canada; and I have often wondered how many realize just what that means; and how many have taken steps to take care of this increased payroll in the way of increased charges to their customers.

For years certain rates have been established by the United Typothetae of America; and also by different printing organizations in Canada; but these rates seem to lag far behind the increased costs which we have been rapidly meeting during the last two years, particularly. For example, take the Composing Room alone, in the City of Montreal: The increased labor cost means an increase of practically ten per cent. over the old hour cost. In shops where the Standard Cost Finding Systems are in existence, costs run from \$1.60 per hour to \$1.86 per hour; and these are well managed, efficient shops, with a fair amount of business; but I think you will all agree with me that the volume of business is not what it was before the war. However, on these figures, take an average say of \$1.75 per hour: If labor costs have increased the hour cost ten per cent., as they have, this just means for every hour worked by a compositor, seventeen and one-half cents has to be collected from the customer to cover the increased labor cost which the printer is up against.

HOW HOUR COSTS HAVE CLIMBED

Some of the printing organizations had a selling rate for composition set, at one time of \$1.35 per hour; then they raised this to \$1.50 per hour to cover the increased cost of overhead, labor charges, etc. Even \$1.50 per hour before the increased labor rates which took effect around the first of July or July did not commence to cover the cost, let alone make a profit for the money invested in the printing business.

A great many printers think they will lose a lot of business by raising their rates. Undoubtedly they will lose some, but it will be the kind of business that is not worth having; and is it not far better, therefore, to do less business and make a fair profit—in other words, show an adequate return on the money invested in plant—than it is to handle a large volume of business and make no money on two-thirds of it!

To-day I do not believe that any printing office that is operating on the Standard Cost System will find their costs much below \$1.60 per hour; and I think I would be safe in saying that, at least, ninety per cent. of the printer's costs are very considerably higher than this—they are very likely to run \$1.75, \$1.78, \$1.80, and even to \$1.90 and \$2.00 per hour. To-day the United Typothetae of America

have established a rate of \$1.90 per hour. This organization is conceded to be the best of its kind in America; and as regards records, it has the means of securing costs from more shops than any other organization in the country; and, in consequence, we can accept with a fairly comfortable feeling any figures which they put out.

THE PRICES THAT OBTAIN IN MONTREAL

In the City of Montreal \$1.90 as the selling rate for hand composition would not be too much; and if all the printers in Canada took \$1.90, and estimated their work on that basis and charged it up to the customer on the same basis, then surely it would not be long before we would be getting \$1.90 per hour for hand composition.

The same thing applies right through the other departments; and the following is a table showing selling rates adopted by the employing printers of the City of Montreal, 24th July, 1917:

Hand composition, per hour	\$2.00
Monotype keyboard, per hour	2.50
Monotype caster, per hour	2.50
Monotype composition, per 1,000 ems.	1.25
Linotype composition	*....

Job presses, sheet up to 8 x 11, per hour..	1.00
Job presses, sheet up to 10 x 15, per hour.	1.25
Large platen presses, per hour.....	1.50
Pony cylinder presses, per hour.....	2.00
Cylinders under 33 x 46, per hour.....	2.50
Cylinders 33 x 46 and over, per hour.....	3.00

*Not discussed.

The foregoing covers the principal operations, excepting bindery.

ABOUT BINDERY COSTS

As to bindery costs there are, of course, a variety of operations. We ourselves are charging out to-day to our customers—

Hand bindery\$0.65 per hour.

Machine bindery 1.15 per hour.

It is difficult to know just why the majority of printers do not increase their rates to take care of the increased cost from time to time; and do it at the time the increased cost becomes effective—possibly it is carelessness; possibly lack of forethought; and, possibly, bad management.

Once again, in closing, I say—why not increase our rates to show an adequate return on investment and plant; and thereby secure to ourselves credit for operating our business on business lines?

H. T. Halliwell Has Backbone and Grit A Saskatchewan Printer-Publisher Gets Right Prices— His Good Counsels—Some Business Principles take Precedence Over Good Editorials

By H. T. HALLIWELL, Publisher The Estevan Progress

OVER a year ago we put out a card to all our customers and buyers of printing along the lines suggested in the article on Getting Higher Prices for Printing appearing the August issue of PRINTER AND PUBLISHER, but we did not go to the trouble of giving figures showing the increases, which is a good lever, and can be used to great advantage in demonstrating why higher prices are justified, and retain the good feeling of customers.

Our prices for some considerable time have been higher in most cases than the other printshop in town, which sometimes has made us view with misgiving the fact that we would necessarily lose some jobs that were considered on a price basis only. But I decided to stick to what we knew was a fair price, and undoubtedly it has been the best, for in the majority of cases people like to feel they are getting the best it is possible to give them, even if they know the price is higher, and the man who looks only at price in his printing jobs is not of very much use to a printer who bases his prices on what it costs to produce the jobs. The price cutter gets the benefit, while the printer get cold comfort, if he stops to consider the cost, that he

has given his work and knowledge away for nothing.

Articles such as are published from time to time in the PRINTER AND PUBLISHER are of great value to every man in the printing business. Even if a man knows his costs, it stiffens him up when he sees that others are asking and getting right prices. It also helps the wobbly ones to get a little more backbone in them, instead of being "afraid of the shadow," as some of them are on the \$1.50 rate, for example.

GOOD EDITORIALS COME SECOND

Talking of prices reminds me of our last convention at Regina. I was talking to Hugh Peat, the business manager of the Moose Jaw News the morning after the banquet, and of course at the banquet there was the usual soft soap handed out about the high mission of the press, and the country press in particular. No one will deny the high and noble impulses of most newspapermen, and all power to them, but as Peat remarked, when one goes to the banker to arrange for a loan to finance something new in the way of developing his business, or to purchase a new machine, the banker does not ask you to produce a few copies of your paper to see what

kind of editorials are written in it, but he wants to see what your financial statement looks like.

There are a good many fellows, bubbling over with a desire to serve the public to the utmost of their power, sweating blood and agony to dish up

Eliminating Guesswork in Estimating

A Winnipeg Printer Who Made Sad Mistakes
--The Remedy for Faulty "Figgering"

By W. H. QUINN, Manager, Public Press, Limited, Winnipeg

CONSIDERABLE has been written—is being written—and will be written on the subject of the various hour costs in printing establishments. None of this effort has been wasted. But of what use is all this education going to amount to, if estimators will continue figuring that their particular employes can do in four hours what really takes seven hours to accomplish. To me this appears like the weakest point of our business. In Winnipeg there are men who have been figuring printing estimates for half a lifetime, and they will tell you that no one living can guess how long it will take to set up a page of type matter. I do not refer to straight matter, but to catalog work, display pages, mail-order pages, and the dozen other kinds of work we are called on to turn out. As the human element is alike the world over, it is but natural that the same condition would apply in other cities.

To illustrate a concrete case: A well known local employing printer who runs a large establishment was in our office a few days ago. This chap was blue from the ground up. He was estimating \$1.60 per hour for composition, etc., right through his shop, but could not make any money.

BLIND ESTIMATING

It happened that this party had secured a 104-page catalog about two months ago, and on which we had put in figures. He admitted to us that he had estimated the pages could be set in 4½ hours each. We showed him our estimate on which we had figured seven hours per page. Without any further demonstration this item showed a dif-



W. H. QUINN

Manager, Public Press, Limited, Winnipeg. Mr. Quinn's contribution on the subject of printing prices is much to the point, and contains a message to thousands of printers in Canada whose estimates are largely guess work.

hours' time for the price of 4½ hours and make money.

If we take it for granted that all work is taken on without advance figures being quoted, then knowledge and application of hour costs will solve our difficulties, but "figgering" seems to be such a necessary part of our business a competent estimator is of just as much necessity to a shop as knowledge of costs.

THE REMEDY FOR FAULTY "FIGGERING"

The remedy would seem to be to get out of giving absolute advance estimates as much as possible. Make them approximate if there is a chance in the world to do so. Hand labor is treacherous. Plates are treacherous and human effort is not perfect. Cut out requesting chances to "figger." If something goes wrong with one's furnace and a tradesman is called in and states it will cost about \$5.00 or \$6.00 to repair, I doubt if any printer would ask him to confine himself to a closer estimate. Why then cannot we use as much judgment as a plumber or a steamfitter? If we called in three steamfitters and asked them to figure on the above repair job, it is a big chance that one of them would use some very forcible language at such a waste of time.

A little more pep—a little more commonsense—and a little more tact should make for better business among us printers.

Lce.-Corp. George Bruce, was killed in action on August 15. He was 27 years of age. Lce.-Corp. Bruce left Winnipeg with the first contingent, came home as a result of injuries to his back in 1915, and re-enlisted. He was made a lance-corporal this year. In civil life he was a printer. His brother Charlie was also reported wounded a short time ago.



IMPORTANT NOTICE

Owing to increasing cost of paper and material used in the printing business, which in the past two years has increased from 50 to 100 per cent, we are compelled to make increases in our prices; but we assure our customers that increases are only made in fair proportion as the cost of material has been increased to us by the wholesalers and manufacturers.

This "notice" card announcing higher printing prices was issued by the *Estevan Progress* over a year ago. It is put in envelopes and otherwise used, and has been effective in its objective. Other printers should use similar cards to reach their customers concerning necessary higher rates.

plain of there being no money in the country printing business could very often improve their condition by the application of sound business principles and taking some of the good advice that is handed out to them through the **PRINTER AND PUBLISHER**.

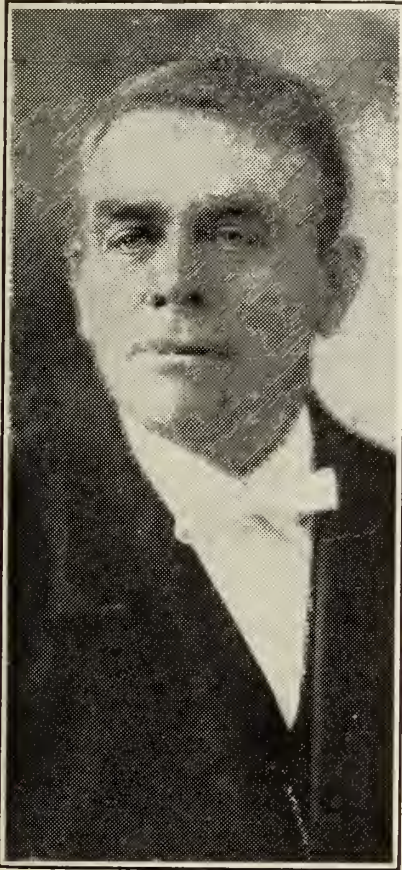
ference between our respective figures of nearly \$400 on this one book. Before my friend departed, he admitted to me that this work had taken an average of 7½ hours to perform, and he was starting to see that despite his almost perfect cost system he could not sell 7½

Newspapers More Than Half a Century Old

Being a Continuation of *Printer and Publisher's* Record of Newspapers in Existence when Confederation Came into Being 50 Years Ago

THE OTTAWA CITIZEN 1844-1917

THE Ottawa *Citizen* was established in 1844 as a weekly; subsequently (but at what date is not known) it evolved into a daily. The present publishers purchased it from the Shannon Bros. in 1907. The



J. H. FINLAY

President, News Printing Co., Owen Sound.

owner and editor immediately previous to the Shannon Bros. was C. H. Mackintosh (one time Governor of North West Territories).

For at least thirty years previous to 1911 the *Citizen* was conducted as a straight Conservative organ. After the Conservative victory in 1911, the *Citizen* publishers, after having served the Conservative party throughout its sojourn in the wilderness of opposition, decided to lift or drag their paper out of the rut of party organship. During the first year of the Borden government the *Citizen* was, therefore, Independent-Conservative, but since 1913, the *Citizen* has been straight independent of both political parties. Its aims are properly described in the lug which it runs at the head of its editorial column:

"An independent clean newspaper for the home. Devoted to public, not party service."

In the explanation of the designation

"clean," it might be pointed out that in 1907 the *Citizen* closed its columns to all patent medicine advertising, and in 1914 did the same for liquor advertising.

The publishers of the *Citizen* are W. M. Southam and H. S. Southam; the Managing Editor, T. D'Arcy Finn; Editorial Writers, P. B. Mellon and C. A. Bowman; Night Editor, R. M. Martin; City Editor, Wm. Macdonald; Telegraph Editors, R. K. Carnegie and J. J. Larkin; Business Manager, G. A. Disher; Advertising Manager, F. W. Crabbe.

THE LONDON ADVERTISER 1863-1917

THE London *Advertiser* reached its semi-centennial four years ago and started into the second lap of the century by issuing a morning edition as well as an evening edition.

John Cameron founded the London *Evening Advertiser* in 1863 and was its guiding spirit for nearly forty years, with the exception of a few years following the death of Hon. Gordon Brown when he was managing editor of the Toronto *Globe*. His strong editorial hand gave his paper a wide reputation for



J. H. LITTLE

who became sole proprietor of the Owen Sound *Advertiser* in 1863, and continued to be its owner and editor for 50 years, retiring from active business April 1, 1912.

cleanness and honesty. In political and religious matters, which were the chief topics of editorial discussion in the early days as they are largely to-day, he was fearless in the expression of his convictions. He remained at the helm until 1902, later becoming postmaster of London, a position which he held until the time of his death in 1906.

During his long career Mr. Cameron had a number of able assistants. Hon. David Mills was Editor-in-chief for a time, W. G. Moncrieff was an occasional writer and Sir George Ross was an edi-

torial writer. J. D. Clarke and M. W. Rossie were assistant editors. Mr. Clarke went from London to Ottawa. Mr. Rossie after a period in Toronto returned to London and succeeded Mr. Cameron as managing editor, leaving the *Advertiser* in 1913 for Port Arthur. He was succeeded by Wallace J. Laut, the present editor.

Other well known newspapermen who served under Mr. Cameron were Harry T. Gorman of the Sarnia *Observer*, H. F. Gardiner of the Hamilton *Times*, George Yates and George Buskard of Ottawa, Sir John Willison of the Toronto *News*, Archie Bremner, J. H. Dempster, M. Clissold and his father, Edward Clissold.

In the business end of the paper Mr. Cameron's right hand man was his brother, William, who was succeeded by another brother, Lud. The next business manager was John Cameron's brother-in-law, R. D. Miller, who occupied the position for over thirty years, and who, upon retiring on January 1, 1914, was succeeded by Frank Adams, for many years in the employ of the advertising department.

Up to 1914 the *Advertiser* job department was connected with the newspaper business but in that year it was placed in the hands of a separate corporation and moved to a new and commodious building.

The establishment of a morning edition gave the *Advertiser* a large field of operations, the result being almost a doubling of circulation and a great increase in advertising patronage. The rapid growth made it necessary to co-ordinate all departments under one management and this was done in the fall of 1916 by appointing A. A. MacIntosh acting president and serving in the capacity of general manager.



MAJOR D. R. DOBIE

Secretary-Treasurer News Printing Co., Owen Sound.

THE PORT HOPE TIMES 1860-1917

THE immediate progenitor of the Port Hope Times, the *British Canadian*, was established in Port Hope by Hugh Cameron, of Montreal, in 1860. From Mr. Cameron this paper passed into the hands of Mr. Delamere and later into those of the late J. B. Trayes, whilst its name was changed to the one it now bears. Mr. Trayes was an able and successful publisher and editor and under him the *Times* saw its best days. He trained up several successful journalists among whom J. E. Atkinson, the talented editor of the Toronto *Star*, is prominent. The *Times* was later managed for several years by W. F. Trayes and F. T. Harris; later still by Mr. Swaisland.

The present editor, proprietor and publisher of the Port Hope Times is Matthew W. G. Purser who has been in control since June, 1910, having purchased the paper from the late William Cameron Grant.

THE SUMMERSIDE JOURNAL 1865-1917

THE Summerside Journal was founded in 1865. For over forty years, the late W. A. Brennan was the owner and the leading spirit of the concern, which grew and prospered under his management. His son, Arthur R. Brennan, is the present President of the Journal Publishing Company, Limited.

A Souvenir Edition of the *Journal* was published in the Spring of 1916 to commemorate the fiftieth anniversary of the publication of the *Journal*, during which time it never missed a single issue.

McClenaghan. W. D. Donaghey founded the *Star*, and later on was joined by Alex. Simmons, from whom James Mitchell purchased the paper in 1880, continuing until the spring of 1915, A. M. Todd being associated with him for about 10 years.

When Mr. Mitchell joined the staff of the Dominion Archives, J. W. Vanatter, who had been associated with him for four years, took as a partner W. F. Nafel, a graduate of the local press, and they two now publish the paper. The various ridings of the County of Huron have been famous in years gone by for election contests, and the Conservative party has received good service from its journalistic Standard bearer, the Goderich *Star*.



JOHN W. VANATTER

Owner and publisher, along with Walter F. Nafel, of the Goderich *Star*.



WALTER F. A. NAFTEL,

Associated with John W. Vanatter in the ownership and publication of the Goderich *Star*.

strongly but contributed largely out of his own funds to bring it about. John Robson was another very strong factor.—*Victoria Colonist*

HALF-CENTURY NEWSPAPERS

NOT a few Canadian newspapers have referred appreciatively to the feature in the July issue of PRINTER AND PUBLISHER recalling the newspapers in existence in Canada when Confederation came into effect. Among them was Montreal *La Presse*, which in an editorial in its issue of August 3, said as follows:

"PRINTER AND PUBLISHER, a publication devoted to the interests of printers, and published by the MacLean Publishing Company, Toronto, published, on the occasion of Canada's half-century of Confederation, a special number, which possesses a lively interest to those who are newspaper publishers.

It contains a list of publications which existed when Confederation came into effect, giving the date of their establishment, their names, and other details of their careers. It is to be regretted, however that it has not dealt with French-Canadian newspapers, though there are several which were in existence then. We cite, for example, *L'Evenement*, Quebec, *Le Courier*, St. Hyacinthe, and *L'Union des Cantons de l'Est*, Arthabaska.

This edition de luxe of PRINTER AND PUBLISHER contains numerous illustrations reproducing in facsimile the titles of several of these old newspapers, and giving the portraits of their founders and most notable editors. Typographically this special number has attained the last degree of perfection."

PRINTER AND PUBLISHER values these tributes from *La Presse* and other newspapers. With reference to omissions, this was inevitable since complete records of Canada's newspapers are not readily available and because numerous publishers written to ignored PRINTER AND PUBLISHER's correspondence. With reference to *L'Union des Cantons de l'Est*, Arthabaska, the publisher has supplied matter which will appear in a forthcoming number of PRINTER AND PUBLISHER.

BRITISH COLUMBIA AND CONFEDERATION

FRIDAY, July 20, was the forty-sixth anniversary of the formal union of British Columbia with Canada. A Vancouver paper in a news item gives the late Amor de Cosmos credit for being the father of the confederation movement in this province, and states that at that time as "the editor of the *Victoria Standard*, by terse, well written and convincing editorials he kept the question alive throughout the province." It is stated that those who took a prominent part in the movement were A. de Cosmos, G. A. Walkem, J. A. Mara, John Robson and Robt. Beaven. That is quite true, but there are three other men, among many others, who are omitted. They are H. J. Barnard, father of our present Lieutenant-Governor; D. W. Higgins, and the late Dr. I. W. Powell. It is very difficult to ascribe credit in British Columbia, as it is Canada, to the first men. Certainly Mr. de Cosmos was among the first, but as the *Standard* started on June 28, 1870, before which the issue was absolutely decided, it cannot be said that his writings in that paper had material effect in bringing about Confederation. D. W. Higgins, proprietor and editor of the *Colonist*, in the actual final results is entitled to first place so far as credit is concerned. He not only advocated Confederation very



JAMES MITCHELL

Formerly owner (1880) and editor of the Goderich *Star*, now in the Department of the Dominion Archives.

THE GODERICH STAR 1866-1917

ONE of the oldest Conservative papers in Western Ontario is the Goderich *Star*, dating under that name from 1866, but at intervals during the previous 20 years it was preceded by the *Gazette* in 1846, the *Loyalist and Times*, and later by the United Empire, published respectively by John B. Giles, E. Woodcock and Alex.

Canada's National News Service Inaugurated

A Big Development in Canadian National Affairs—12,000 Miles of Leased Wires—The Story of the Inception and Conception of the New Service

CANADA has now a National News Service. It began, as an actual fact, on Sunday, September 2, and was inaugurated with laudatory and congratulatory messages from Sir Robert Borden, Canada's Prime Minister, and from the Prime Ministers of several of the provinces of Canada.

PRINTER AND PUBLISHER has already given at some length the story of this new development the news service given Canada by Canadian Press Limited (issue of April, 1917). So that it is unnecessary to repeat at any great length the story of how news is gathered and distributed in Canada. Let the following suffice:

CANADIAN PRESS LIMITED

Canadian Press Limited is an organization in Canada corresponding somewhat to the Associated Press. It leases from the A. P. the franchise for Canada of that world-wide news-gathering and distributing organization, paying the A. P. an annual rental for the franchise. Canadian Press Limited sub-let the A. P. service to subordinate organizations, in the Maritime Provinces, in Central Canada, in Western Canada, and in British Columbia. Each of these sub-associations was independent of the others, and operated its own service separately. As a consequence there was inevitable wastage from duplication of staff and service; but of greater concern and loss was the fact that there was a very minor domestic news service, due to the fact that transcontinental leased wires, for the full twenty-four hours of each day, were not available.

The A. P. service was fed into Canada from New York, St. Paul and Seattle. What was needed, from a national point of view, was a full-day (24 hours) leased wire service joining farthest east with farthest west.

THREE FORMIDABLE "GAPS"

The obstacle in the way was one of cost. Spanning the "gaps" with leased wires would cost sums heavier than the sub-association felt able to bear. These "gaps" were three in number: St. John to Montreal, Ottawa to Winnipeg, and Calgary to Vancouver and Victoria. In the end, as a result of a memorializing of the Dominion Government by Canadian Press Limited and the several sub-associations, the sum of \$50,000, as an annual grant, was voted by the government, to be used for the establishment and maintenance of a trans-Canada 24-hour leased wire service.

The organization and all details of the proposed national service had been very carefully worked out, and the sub-association were to pass away, merging themselves into the larger national service. This development meant new officers and a centralizing of organization and administration. All this has been accomplished, and the National News Service of Canada is now a realized dream.

12,000 MILES OF LEASED WIRES

Including both day and night wires, the new association will operate nearly

twelve thousand miles of leased wire mileage, and employ between 80 or 90 expert telegraphers in the interchange of news between all parts of the Dominion.

MESSAGES FROM PREMIERS

The Prime Minister honored the new service by a message over his own signature. Other messages of congratulation, including one for E. F. Slack, of the *Montreal Gazette*, president of the Canadian Press, Limited, were exchanged over a great stretch of wire, nearly 5,000 miles, physically uniting Sydney, C.B., with Victoria, Vancouver Island, and including in the one circuit Halifax, Moncton, St. John, Montreal, Ottawa, Toronto, Hamilton, London, the head of the Great Lakes, Winnipeg, the cities of the Pacific, Nelson, in the Kootenay, and Vancouver.

SIR ROBERT BORDEN'S MESSAGE

Sir Robert Borden's message was as follows:

Ottawa, Sept. 2, 1917.

"E. F. Slack, President,
"Canadian Press, Limited.

"The inauguration to-day of a National Press Service by the Canadian Press Limited, marks a notable epoch in Canadian newspaper achievement, and the service itself cannot fail to have a vital influence on the national life of the Dominion. It should be the means of bringing into closer touch widely-separated communities; make their people more familiar with the ideals and aims of other provinces or districts; assist in bringing mutual understanding to all, and thus aid in the growth of a national consciousness and a truly national spirit. The press of Canada could have no higher purpose and could engage in no nobler work.

"I extend my warmest congratulations to the men who made possible the Canadian Press, Limited. They have my sincerest good wishes for the success and extension of the National Press Service.
(Signed) "R. L. Borden."

PRESIDENT SLACK'S MESSAGE

E. F. Slack, of the *Montreal Gazette*, and president of the Canadian Press, Limited, issued the following message:

The National News Service, inaugurated this morning by the Canadian Press, Limited, is the result of seven years' labor. It is not necessary here to dwell upon the difficulties encountered and successfully combated. They are not matters of public interest. The results alone concern the people of Canada.

Briefly this is what has happened as the result of these seven years of labor. Every daily newspaper in Canada, with but a few small exceptions, has been connected by a leased telegraph wire with every other Canadian newspaper office and with the head office of the Associated Press in New York. Over six thousand miles of telegraph wire have been leased for this purpose. Between 80 and 90 of the fastest telegraph operators in Canada have been engaged to man them. Each Canadian publisher, whose newspaper is included, has not only committed himself

to his share of the expense, but has also bound himself to supply to the Canadian Press, Limited, all the home news he collects for his own newspaper. To handle this vast mass of available material, to sift out the news that is of general interest, a large editorial staff has been engaged.

SENT TO EVERY CANADIAN PAPER

So that to-day, in Canada, whenever anything happens of uncommon interest, as soon as the news reaches the nearest newspaper office it is at once communicated at every other newspaper in the country. Should, for instance, a German U-boat shell the harbor of Sydney, C.B., the news would be known in every Canadian Press newspaper office from Halifax to Victoria, B.C., inside of two minutes.

This is the day of co-operation and it finds the newspapers of Canada in the van. The Canadian Press, Limited, has but a nominal capital and makes no profits, furnishing its services to its members at cost, and even in some instances at less than cost.

With this goal achieved, there is another insight—a press union of the British Empire on the same lines of broad co-operation. The press of a country is its eyes and ears. The more efficient it is in discharging its mission, the less danger there is of misunderstanding. A British Empire without such an organization will be as a man blind in one eye and deaf in one ear.

It is my profound belief that the nationalization of the news service of the Canadian Press will, in years to come, be recognized as one of the conspicuous milestones in the history of Canada.

PROVINCIAL PREMIERS

Messsags in similar vein were sent over the wires from W. M. Martin, Premier of Saskatchewan; H. C. Brewster, Premier of British Columbia; T. C. Norris, Premier of Manitoba; and G. H. Murray, Premier of Nova Scotia.

OFFICERS OF THE NATIONAL NEWS SERVICE

The officers of the new service are as follows:

C. O. Knowles, general manager, head office, Toronto; J. F. B. Livesay, assistant general manager; S. W. Dafoe, chief of News Bureau, Ottawa; James Hickey, superintendent, Halifax; George Macdonald, superintendent, Montreal; and Vernon M. Kepp, superintendent, Vancouver.

M. J. SHEA

M. J. SHEA, for seven years a member of the editorial staff of the *Winnipeg Free Press*, has gone to Ottawa to take the position of Western editor of the newly organized Canadian Press, Limited, which is to supply a news service to practically all the daily papers in Canada. Before leaving Winnipeg Mr. Shea was presented with a travelling bag by his associates on the *Free Press* staff. "Mike," who excelled as an athlete a decade ago, was well known in Winnipeg athletic circles and his advice was frequently sought by various organizations.

G. M. Thompson, Calgary Editor

A Fighting Man of Strong, and Not Always Popular, Opinions

By Arthur Hawke, in the *Saskatoon Star*

THIS is a man of whom you have never heard, unless you happen to see his paper or are within the orbit of his family or personal acquaintance. He is a peculiarly typical demonstration of the brains of Canada in this period of the great flux. It might be better to say that he exemplifies the Westernized Ontarians, who often supply the most interesting studies in Canadian national development. G. M. Thompson is the editor of a paper which staunchly supports Sir Robert Borden, which has no dread of Bob Rogers, which fears and dissects capitalists and Imperialists, which holds fervently to the Orange faith, which would have French taught in every English-Canadian school, which desires national unity and demands a general election.

The paper is the *Calgary News-Telegram*. So is Thompson; which is another way of saying that the Nile is Egypt and Egypt is the Nile.

This man's tenets seem contradictory until you remember that men's minds are not like sheep's wills, and that, in public things, the time has arrived when one may venture to be something more than the complete ditto of somebody else, or of the caucus, or of the campaign fund. Thompson's father lives in Windsor, where, with the French behind and Detroit before, the civil and religious loves of a sturdy Orangeman have abundant stimulus. Windsor is a kind of sieve, where Canadianism is shaken in and shaken out. Calgary is a kind of melting pot, where Canadianism sometimes sizzles and sometimes blobs over, because the elements are diverse and the intentions are diversified.

As Thompson climbed to Calgary by the Saskatoon route, his perspective is long, comprehensive, and tempered by Rocky Mountain air. It takes three, wide-measure, unleaded editorial columns to hold its evening portion, and then there is always some overset matter that will keep till next day without going sour.

IN THE SASKATOON DAYS

I first met Thompson in Saskatoon in the late half of the first decade of this century. He had come thither in 1906, as the founder (if memory be not deceptive) of the *Capital*. A paper with that name might believe that its face was its fortune, and still not be very far wrong. At the end of 1907 and for the most of 1908 there was an international financial slump, which even took a little breath out of Saskatoon. Once when I dropped in on this auburn-headed editor he was pounding out editorial on the linotype to a whistling obligato. That was one side of the Saskatoon spirit. The boom came back—boomier than ever—and the capital grew, on small capital. Whether the editor was like his neighbor, who could write a check for twenty-five thousand and scarcely feel the tingle of opulence as he did it, cannot now be asseverated.

It was good to be at Saskatoon in the first grand flushes of an abounding city's youth. Mutations in real estate were invariably of the agreeable kind, and there was a camaraderie among the citizens



G. M. THOMPSON
Managing editor the *Calgary News-Telegram*.

which time cements and politics cannot destroy.

There were other possibilities in the West. The South Saskatchewan, deep and wide, flows by the town on the southern side. Its waters are a mingling of those of the Bow and the Red Deer. Drinking them made Thompson long to dwell nearer the delectable mountains whence they came. The Bow passed through the city where R. B. Bennett reigned a secure political reign. The Red Deer cut through areas where Dr. Clark spake eloquently of economic freedom as the giver of all political good. Calgary won Thompson. The capital was sold into the management of W. F. Herman, who makes it shine as the *Star*, of which Frank Oliver says that a place as small as Saskatoon has no business to have such a good paper.

At Calgary, Thompson elevated circulation and revenue till the *News-Telegram* began to look pretty nice. After a couple of years' ascension the prosperity of expansive borrowing wobbled. Then the oil boom, in which there was more boom than oil, revived it in a fleeting delirium. Then the war came and brought hard sledding to newspapers—very hard sledding, which, by the blessed decrees of a grim but wise Providence, has been so profitable in experience that after-the-war conditions have no terror for those who have survived the end of 1914 and the whole of 1915.

Holding the journalistic trenches in Calgary against Southam competition enables Thompson when he drifts into Ottawa each session to gaze upon legislators with a look that says: "And what do you think you know about living?"

REGINA LEADER WRATHFUL

THE *Winnipeg Free Press* is owned and controlled by Sir Clifford Sifton. He appoints its editor and directs its policy.

The *Free Press* charges that *The Leader's* policy is inspired by a prelate of the Roman Catholic Church with whom the editor of *The Leader* never spoke in his life, and from whom he never received the slightest suggestion either directly or indirectly.

Why is *The Leader* singled out for special attack? The reason is plain. If there is one thing *The Leader* can honestly claim for itself it is that it has remained true to the interests of Western Canada through good report and ill, in victory and in defeat. In 1911 it upheld and fought for fiscal freedom for the West to the best of its ability. The cause went down to defeat, but *The Leader* has continued to wage the battle without ceasing ever since. It was not deluded by the flag-flapping campaign of 1911, nor is it deluded by the same kind of campaign in 1917, although it is being waged in a more tricky manner and under the most patriotic and sacred of all names.

It is, therefore, because *The Leader* is the one outstanding paper in Western Canada which has refused to become a party to the Big interests plot of 1917 that the decree has gone forth that at all hazards, even the sacrifice of truth and journalistic decency, its influence among the people of Saskatchewan must be destroyed.

If Canada is big enough, grand enough, noble enough to die for,—and it is,—then it is big, grand and noble enough to live for and to save from those selfish, profiteering interests who are making it an extremely difficult matter to live in or for Canada, and who, if they have their own sweet will for another five years, will have amassed such enormous fortunes out of the agony and sacrifice of the Canadian people as will enable them to retire to England in the full enjoyment of their knighthoods and baronetcies rolling in wealth and in the lap of luxury.

The Leader trusts the people of Canada as a whole, to evolve and put into effect all necessary measures for winning the war, but we whole-heartedly distrust the scheming methods of the Big Interests profiteers now in open control at Ottawa, and we are not one bit deceived by them, nor abashed by their chosen line of attack.—Editorial in *The Regina Leader*.

HAS LOST ITS PRESTIGE

THE *Regina Leader* easily holds the record for being the most bitter partisan paper published in the west. As a rule people expect partisanship in the editorial columns of the *Leader*, but when it comes to allowing party politics to influence the head lines on ordinary Associated Press despatches, then even party men cry out. That the big Regina morning paper has lost prestige in Weyburn even among the Liberals is no secret.—*Weyburn Review*.

LONDON DAILY NEWS

Started at 5d., the *London Daily News* was issued at 2½d. on June 1, 1846, being the real pioneer in the matter of furnishing a cheap Press to the people. It must be remembered that there was then 1d. duty on each copy of the paper, in addition to the duty on advertisements and on the raw paper itself. It was afterwards raised to 3d., and for a time to 5d., but by 1868 it was reduced to the popular penny, and afterwards to its present modest price.

The more a thinking machine or a printing machine is used the easier either will run; agitate the think tank often; do not permit stagnation.

William Fox, a Toronto Typographer, Succeeds

The Story of His Labors — Initiative, Diligence, Preparation and Ambition, the Mainsprings of His Progress—Examples of His Work

THE story of William Fox, examples of whose work accompany the following sketch of his career, illustrates what is called the driving power of the will, and should be an inspiration to many young men now employed in Canadian printing offices, and who hope for something better than they now have in the way of position and wage.

The commendable thing about Mr. Fox's record is that his progress was not

raphy and commenced to study at home. During his apprenticeship he was often called the young critic, because he always had something to say about almost every bit of printing he got a hold of. During his lunch hours he was generally setting up some idea he had in his mind, because he could never rest until he had seen how his idea of any particular job he had seen would compare with the original. He served about three years on the cases then he was put on the presses. He did not care as much for presswork as he did setting type, but, knowing that it was to his future benefit to learn all he could, he stuck with it; but every chance he got he was working out his own ideas in type and rule.

EMIGRATES TO CANADA

He served six years with this firm, but the death of the proprietor resulted in the breaking up of the business. Fox did

not mind so much because he was considered a full-fledged all-round printer, but trade was not very brisk in England, and jobs were at the time scarce, so with the consent of his parents, young Fox decided to come to Canada, and landed in Toronto on his twentieth birthday, June 26, 1907.

He immediately got a position as comp. with the T. Eaton Co. at \$15.00 per week. He thought he had struck a gold mine, because his last wages had been only 11 shillings per week. He stayed with Eatons until that particular issue of their winter catalogue was finished, when along with many others, he received his walking ticket, being told that if he went back in three months, he would be set on again. He then went to St. Thomas and got a position with the St. Thomas Journal but as all his friends were in Toronto he did not stay long but went back in November the same year, and has been in Toronto ever since.



WM. FOX

A typographer who has won notable success by a pursuit of ideals coupled with surpassing diligence. The story of his progress is told in the accompanying sketch. Mr. Fox is with A. E. Long & Co., Toronto.

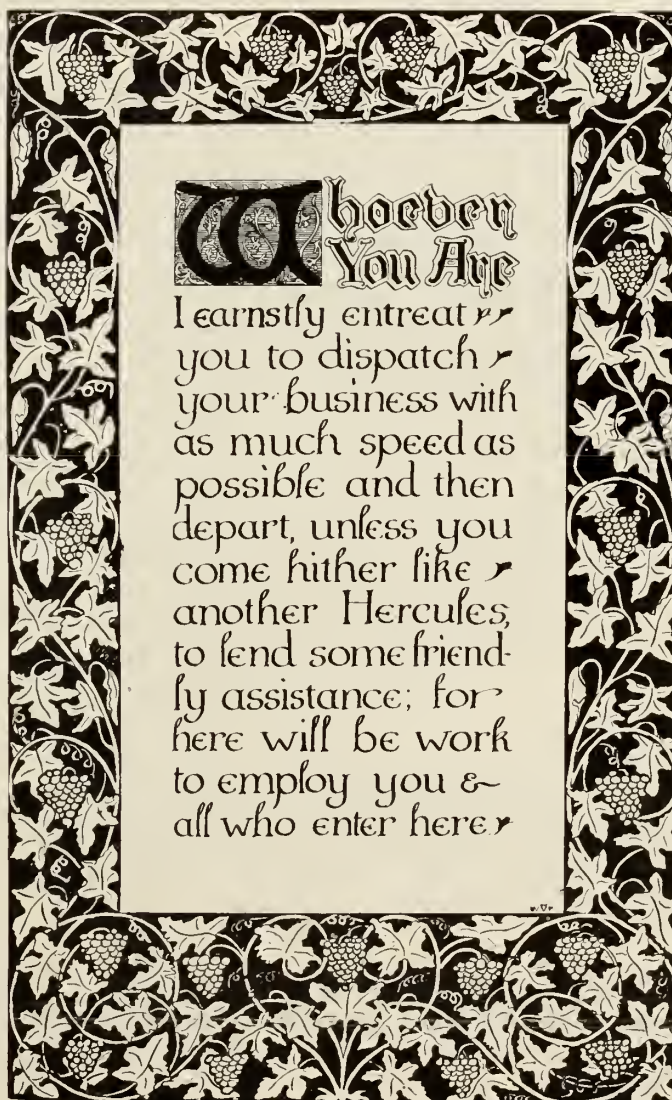
accidental or purely evolutionary, but was rather a purposed progress—the due result of planning and preparation.

Said a writer in a recent magazine, "The average man doesn't make much of himself because he doesn't want to. He thinks he wants to, but when it comes right down to it, he doesn't want to." Another wise and stimulating man puts it positively, in the wording: After all, a man does what he wants to. As he continues to will and will, he will find in himself unknown and unsuspected, layers of energy. There is always enough energy to supply a man's desires for success if he will tap the source of it.

WM. FOX BEGINS IN YORKSHIRE

When Wm. Fox first entered the printing business with the *East Riding Telegraph*, published by a Mr. Wright in Beverley, Yorkshire, England, as an apprentice, sixteen years ago, he knew that it was the one business for him, and that he would make good. It appealed to him in such a manner that he made it a hobby as well as a means of livelihood, and he meant to get all there was to be got out of it.

He was not content with the training that the every-day work of the firm was giving him so he bought books on typog-



Example of designing and hand-lettering done by Wm. Fox, Toronto. Original was in two colors. It will be seen that Mr. Fox possesses exceptional gifts and training.

Trade was very, very bad at that time, and a compositor's job could not be had at any price, so Fox was compelled to take a situation as Gordon pressman offered him by H. C. Fairbanks, who was working in conjunction with Newsome and Gilbert, law stationers. He stayed with Mr. Fairbanks for a period of fourteen months, but saw no chance of advancement out of the general run, and as he was looking for a position of authority, he knew that he must make a change. He then secured the position as general printer with A. E. Long & Co., paper box makers, it was not long before he was doing the best work that came along and could see a good future ahead. That his supposition was correct is proved by the fact that he has held the position of Superintendent of the folding box and printing department for the past six years. Longs do the very best work of its kind; mostly drug work, and the firm's slogan, "Any printing matter for the druggist," is well carried out.



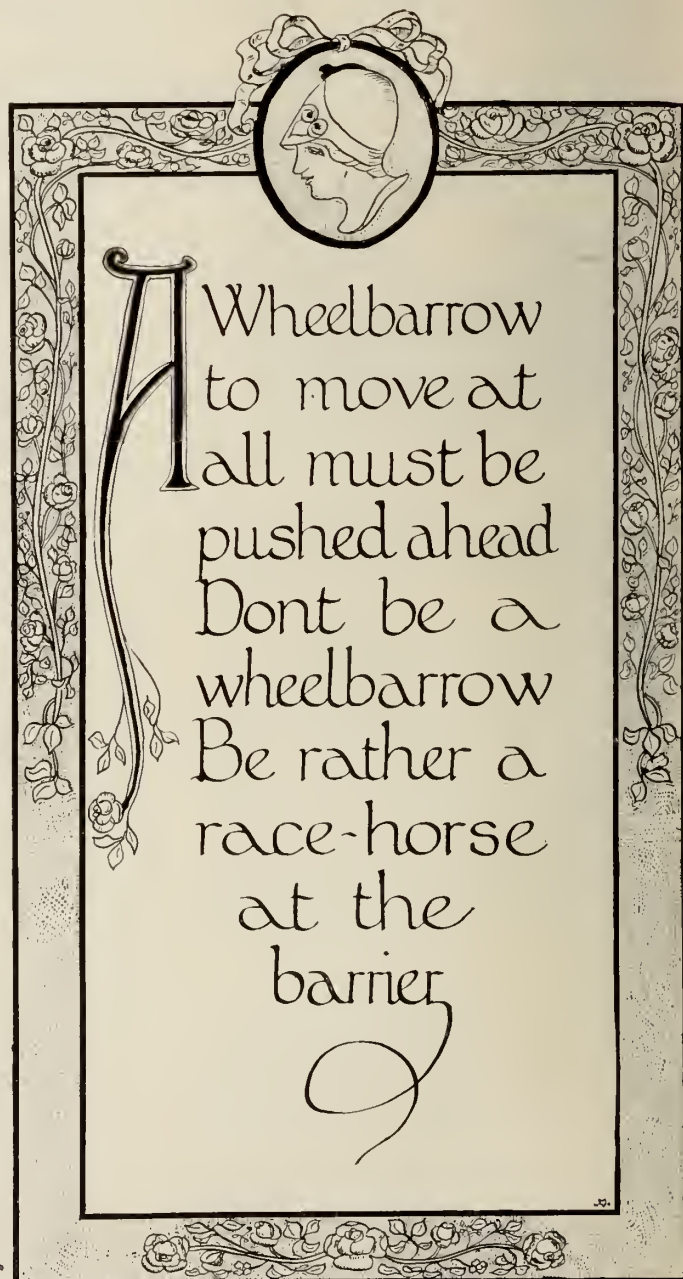
An advertising suggestion executed by William Fox, showing effective handling of white on black.

TOOK COURSES IN ADVERTISING AND ESTIMATING

Up to the present Fox has made it his business to study all branches of the printing industry, especially estimating,

costing, designing, advertising, etc. He took a course in advertising a few years ago with a view to increasing his knowledge in that branch of the business, and succeeded in securing a diploma after one year's study. This course proved a great education to him as a printer, giving him a greater knowledge of balance, color harmony, etc., and above all developing his sense of originality, in both design and copy writing, which in his opinion is absolutely necessary in order to become a printer above the ordinary. To create something different, yet in keeping with the unwritten laws of typography, is always his aim. Fox made it his duty to attend for two seasons the series of lectures conducted in Toronto, by Daniel Baker, when he was manager of the Graphic Arts Board of Trade. The knowledge he gained there has been of great help, and the principles laid down by Mr. Baker are always followed when he is estimating.

Designing of printed matter has always appealed to Mr. Fox, and he has never yet been at a loss for an idea when having



W.F.

Hand work done by Wm. Fox, Toronto. Mr. Fox has developed his talent and skill to a high degree.

Another example of good designing and lettering by Wm. Fox.

to arrange anything from manuscript copy, whether for a catalogue cover, advertising matter, letter head or any other piece of printing.

Up to this last year, however, Mr. Fox contented himself with just making rough sketches and lay-outs for others to follow. He then decided to try his hand at

required. Managers who know how to assist their customers in laying out their work and foremen and compositors who will use their brains in developing the thoughts thus presented to them are necessary to produce good results. No beauty of composition, however, will avail, unless excellent press work is also added. If, according to the old story, brains are thus mixed in, much more is possible in an office with 300 hundred faces and sizes than in another with a thousand. It is a great economy with the type; sorts are more easily obtained; and the workman performs his task with much more satisfaction to himself.

SOME HELPFUL SUGGESTIONS

GET a set of steel figures, obtainable at any hardware store, and let the devil spend his spare time in numbering slugs, electrotype guard lines, and wood furniture with their lengths in picas. This will prove a time-saver for the office distributor and the stoneman.

In printing envelopes which necessitate the opening up of the flap, the time of refolding can be saved while the job is running, the feeder turning in flaps with the thumb of left hand, during the process of taking off. This habit is easily acquired.

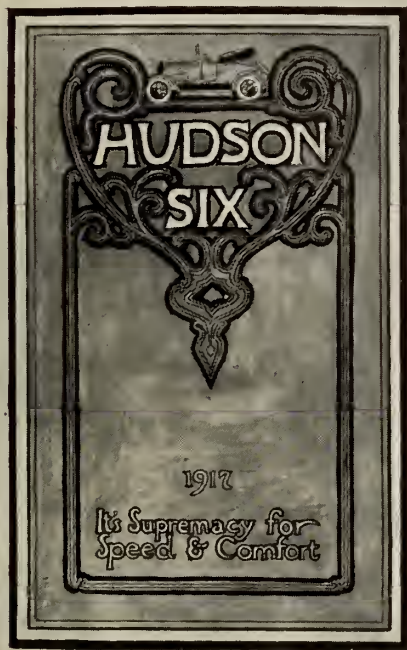
If you have trouble in dry weather with

and you will never have trouble with the ball rolling about. This trick is of value to shipping and mail clerks especially.

To take a good proof of a single word or line, place pieces of three-em or four-em furniture on either side, and tie up in the ordinary manner. The furniture keeps the line or word squarely on its feet.

All kinds of quoins should be placed in oil once a month, if you wish to have them work right and prolong their usefulness. After the bath, wipe them off lightly, allowing a quantity of the lubricant to remain on, especially the kind with springs and cam inside. Chases should be wiped with an oily rag occasionally, to prevent them from rusting. It will only take a few minutes to do this, but it often takes a half hour to remove the rust from the "frames" and stone, especially if used on newspaper work.

Whoever saw enough quoin keys in a printing office to supply the demand? There may be plenty, but they are always hard to find. Put a number of holes in a board and nail the board on a slant to the wall, in plain view. A well-known publication house finds the quoin-key rack of decided advantage. At the bottom of the rack a box may be added for planers and mallets.—*Martin's Papyrus*



The work of Wm. Fox, Toronto. Original in wash. The designing and craftsmanship are meritorious.

working his own ideas out in both black, white and color. (The examples accompanying this sketch are some of his first attempts). It has proved very interesting work and Mr. Fox intends to perfect himself in this direction.

Mr. Fox won third place in the advertisement competition conducted by **PRINTER AND PUBLISHER** in the fall of 1914. He also had first place in an estimating competition put on last year by **PRINTER AND PUBLISHER**.

Thus it will be seen that Mr. Fox, at thirty years of age, has made notable progress in his elect vocation, and one predicts with confidence that the future has some choice rewards in store for him because of his fidelity, ambition, diligence and ideals.

THE COMPOSING ROOM

IT SHOULD be the effort of the manager, so says an American exchange, to discard styles of type that are no longer used, to have large founts of those which are most frequently employed, and to purchase a reasonable amount of new faces. The further effect of novelty in job work should be attained by novelties in paper, inks, initial letters, and process blocks, and in the display of what he has. The possibilities in this latter direction have not been reached. The openness of page attained by double spacing throughout the line and triple leading, is rarely shown. The proper use of black letter, and the charm given by rubricated lines and letters, should be more attended to, as well as devices for avoiding great hollow spaces. Rule twisting, even if in perfect taste, is too expensive to be much

tapes on cylinder or folding machines becoming slack, and they are not put on with adjustable buckles, dampen them slightly with a wet sponge. It will remedy the trouble instantly.

When starting on a new ball of string or twine, take the strand from the center



Examples of work designed and executed by Wm. Fox, Typographer, Toronto. Mr. Fox is with A. E. Long & Co., Toronto.

WISHING you every success in your work, and expressing my appreciation of our trade journal, as I look upon it as such.

H. T. Halliwell,
Publisher the Estevan Progress.
Estevan, Sask.,
Aug. 17, 1917.

TORONTO'S NEW DAILY

RUMOR persists that Toronto may shortly have a new daily paper, as the result of recent political developments.

In connection with the introduction of the conscription measure at Ottawa, there has been a division in the Liberal party. One section has seen fit to break with the Liberal leader, Sir Wilfrid Laurier, and join forces with the Conservatives to put the bill through the House. The other section, which claims to be the real party, supports the voluntary system. In the fight for conscription, the Liberal organs in Toronto, the *Globe* and the *Star*, have come out strongly in opposition to Sir Wilfrid Laurier. Their action, it appears, has displeased the old-line liberals, who are now laying plans to start a new paper, which will voice their views.

In the event of the establishment of the new daily it has been vaguely rumored that John M. Imrie might be offered the mangership. Mr. Imrie has established himself as a man of exceptional ability and power. He would be a most capable manager, since he knows the mechanical end of publishing thoroughly, and his intimate identification with the publishing world, as manager of the Canadian Press Association, has prepared him for the business management of a newspaper. Any newspaper that gets John Imrie or that John Imrie gets, may count itself fortunate.

In connection with Toronto newspaper affairs, rumors, past and present, have been to the effect that J. E. Atkinson has been eager to get control of the Toronto *Globe*.

STARTING A NEWSPAPER

NEWSPAPERS throughout the Province have received an anonymous circular inviting somebody to start a new Liberal paper in Toronto. This is a case where jealousy or fear of rivalry ought not to interfere with a fair presentation of the advantages of such an enterprise. It may be commended with confidence to any person possessed of an altruistic spirit and a considerable sum of money for which a permanent investment is desired.

Capital invested in this undertaking will not stagnate or be thrown back upon the hands of the investor. It will flow in a river that is swift and wide and deep, capable of bearing on its bosom argosies of the precious metals. As a means of relieving an embarrassment of riches, starting a newspaper has the excess profits tax beaten to a frazzle. As a means of exhilaration it compares with those heady beverages which Ontario banished about a year ago.—*Toronto Daily Star*.

CONTESTS

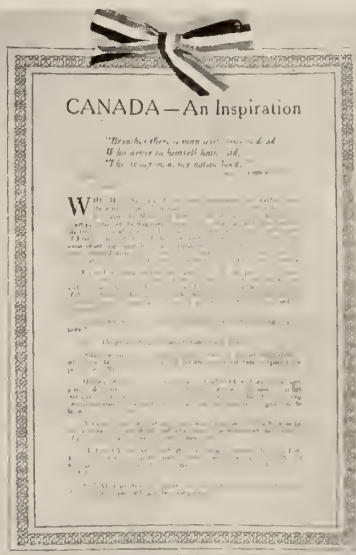
CONCERNING its own Circulation Contest, the London *Advertiser* says some things that may interest others who have hesitated to employ the contest idea to promote circulation. Following are extracts from the *Advertiser*:—

More than three hundred of Western Ontario's brightest minds have been at work on this contest for eight weeks.

This business undertaking first of all had its origin in advertising. The \$16,000 contest is a direct effort at business extension, and all extension is brought about by advertising of one kind or another. It means the investment of a large amount of money in a business undertaking, as a big store might seek development by a big selling movement. Returns must be judged by the

extent of development both present and future.

Such a contest involves first of all faith in one's article, the courage of conviction. Only by the faith in which a newspaper is held can candidates be secured to undertake the thrilling and strenuous experience of battling for a big reward.



Attractive and useful piece of mailing literature issued by *Sanitary Engineer*, Toronto, to advertising prospects. Appealingly gotten up, with tri-color ribbon bow, and patriotic text, it impressed recipients.

Thousands upon thousands of new subscribers have become readers of the *Advertiser*. New territories have been reached and new friends made. Through the *Advertiser* London reached out to shake hands and to extend its service. And through the candidates a fine brand of Western Ontario hospitality has been accorded the big enterprise.

The *Advertiser* wished to extend its sphere of activity and to set a pace in district business activity through an appeal to the country at large. This has been accomplished and will be accomplished in greater measure before the end of this month.

One interesting phase of the situation is that the *Advertiser* is developing a prospective sales force, likely to be the most able and loyal organization ever secured by a newspaper. Some of the candidates have become fascinated with the work and wish to enroll with the *Advertiser* to look after certain districts permanently. While these matters cannot be considered while the contest is in progress, it is possible that a very attractive arrangement will be made with a number to look after *Advertiser* business in their sections permanently. They have demonstrated wonderful selling ability. They have learned their earning power. One young man wants the experience for the salesmanship it has taught him if for nothing else. A young woman will never be content to work for \$10 a month again. Scores of cases prove that the contest was the knock of opportunity at the doors of many. It has been a great influence in their lives.

WESTERN CIRCULATION MANAGERS' ORGANIZE

SOME Winnipeg farm paper circulation managers were trying to draft a receipt form that would be a winner. They had discussed the matter and then thought that it would be a good idea to call a meeting of all the circulation men of the city, and discuss the matter; and that's what they did.

The meeting was held in Winnipeg, August 31. The receipt forms were dis-

cussed and then travelling solicitors came in for their share. Of course the daily men are not up against the same problems with solicitors as are those on farm papers, but yet they threw a lot of light on the subject. One man told the other what he had done when such and such a thing happened, and another related the story about the solicitor that made things hot for his paper on the line between Saskatoon and Regina.

A receipt form was adopted by the farm paper men and will be recommended to the Western Canada Farm Paper Publishers' Association. Mr. Edelstein of the *Farmers' Advocate* was the sponsor for the form.

Then one of the men suggested that an association of circulation managers be organized for the good of all concerned.

At this point F. B. Sweeney, city circulation manager of the Winnipeg *Free Press*, told of the International Circulation Managers' Association, and what a splendid organization it was. He said that we here in the West should have an organization embracing all circulation men from the head of the lakes to the coast.

Everyone agreed that it would be a good idea. It was then moved by Mr. Cowan, foreign circulation manager of the Winnipeg *Free Press*, and seconded by Mr. Henderson, circulation manager of the Winnipeg *Telegram*, that a circulation managers' association be organized. Mr. Edelstein then suggested that a committee be appointed. "And report within a month on the organization," declared Mr. Cowan.

W. E. McTaggart, of the *Grain Growers' Guide*, who was the chairman; W. H. Henderson, of the *Telegram*; W. E. Hamilton, of the *Western Home Monthly*; and F. B. Sweeney, of the *Free Press*, were then named as a committee to report back to the other circulation managers at the next meeting.

Hugh Anderson, of the *Nor' West Farmer*, aptly expressed the opinions of all present when he said that he "had certainly enjoyed himself and had got a lot of mighty useful information. It's a fine idea."

The committee met for a few minutes and it was then decided to get in touch with every circulation man from Port Arthur to Victoria. Mr. Sweeney is going to gather information from his friends across the line; Mr. Henderson will get in touch with all the daily men in Western Canada; Mr. Hamilton will look after the interests of the trade and class section, while Mr. McTaggart is going to have all the farm paper men rounded up for the next meeting. While of course it will be impossible for the men all to be together then, in the meantime write to the man on the committee who is looking after your "class" and tell him what you think of the scheme. Those present were: W. B. Cowan, *Free Press*; F. B. Sweeney, *Free Press*; M. Edelstein, *Farmers' Advocate*; J. A. Shaughnessy, *Tribune*; W. S. Hamilton, *Western Home Monthly*; W. F. McTaggart, *Grain Growers' Guide*; W. H. Henderson, *The Telegram*; J. L. Middleton, *Canadian Thresherman*; Hugh Anderson, *Nor' West Farmer*.

PROVINCIAL LIQUOR ADVERTISING

THE Dominion Senate has struck from the Doherty bill the clause empowering prohibition Provinces to pass legislation against the circulation of newspapers containing advertisements of liquor.

Weekly Newspapers and Advertising Rates

Higher Rates Absolutely Necessary—An Experience with an Agency—Ten Cents an Inch the Absolute Minimum—A Call for United Action to Get Higher Rates

By W. R. DAVIES, Publisher The Thamesville Herald

IT is time the rural weeklies of Canada woke up to the fact that they are not getting anything like the rates for their advertising that they ought, and which they must get if they are to continue to publish a newspaper at a profit. About five years ago this matter of an increase in advertising rates of rural weeklies was considered by a committee of the Canadian Press Association, and at a convention held in the City of Ottawa in 1912, these rates were submitted and adopted as a guide as to what the minimum rates for certain circulations should be. For some reason or other (perhaps because of the protests of one or more advertising agencies that they were too high) these rates were later revised, and an amended rate card submitted. This, in the opinion of the writer was a big mistake. There is, however, nothing to be gained by grieving over past mistakes. What is needed now is some definite action in order to insure better rates in the future.

RATES MUST GO HIGHER

This question of adequate rates has been forcibly brought to the front during the past year, owing to the abnormal increases in practically everything that enters into the production of a newspaper. Ink that we used to pay 6 and 7 cents a pound is now from 14 to 16c; metal that a few years ago we bought for 7c, is now 17c per pound; gasoline that for years hovered around 16c a gallon, is now from 35c to 40c, and the possibilities are that it will go higher. Nearly everything that is used by the weekly publisher has increased from 75 to 100 per cent., and the cost of labor is by no means the smallest item.

The weekly newspapers have got to get together and decide on some concerted action in the matter. We are up against combines at every corner, and it is time we at least took united action. Acting individually we are as weak as the publisher that had the wobbliest backbone; united on a definite policy we would all be as strong as the strongest and ablest business mind amongst us.

This truth has been forcibly brought home to the writer within the past few weeks. One of the leading advertising agencies was placing one of the biggest general advertising propositions ever placed in Canada. A great many weeklies had been carrying this advertising for years, it having been placed direct by the local dealer. It was offered to the writer less than card rates. The price, after the 25% commission was deducted, would mean a net loss of \$11 a year on the advertising. We refused the contract and protested against paying commission on this business, as we had carried it for three or four years, and could not see that the agency had developed anything new. A new contract was submitted with the minimum card rate quoted and an increased amount of space ordered. We still protested against paying commission, but as the advice of the chairman of the Advertising Committee and of the Manager of the C. P. A. had



W. R. DAVIES,
Publisher The Thamesville Herald, and an
alert-minded, independent-spirited country
newspaper publisher.

been sought, and as they had both advised that it was a general account and that the agency was entitled to commission, we eventually (after an offer of 12½% commission has been refused), capitulated and signed the contract.

One of the main influences in deciding the writer to sign the contract was a feeling that he was alone in this fight. In the reply to our first letter of protest, the agency replied that it had already heard from one hundred newspapers, and that in only one other case had any question been raised as to its handling the business, and that it had received a great many letters from publishers telling the agency that they were pleased to have the business come this way. This, combined with the advice of the C. P. A. authorities, made it seem that perhaps we were all wrong in our contention. Since that time we have had opportunity to converse with half a dozen other publishers, and we find that in every case they had been fighting this thing. One publisher had politely told the agency not to write him on the matter again. Another, still another, and yet another had absolutely refused it at the rates offered, and so on. Every publisher fighting for himself in the dark and wasting time, energy and postage trying to make an agency do the square thing by a bunch of men who have signed cards to protect the agencies from the inroads of "unrecognized agencies." Great stuff. The sooner the weekly publishers of Canada wake up to the fact that only by organization can they hope to protect themselves from all this trouble, the better for all of us.

"TRYING IT ON" THE PUBLISHER

The writer has been repeatedly told that he has the highest rate of any paper with the same circulation, and yet we know that it is much too low. On inquiry we find that others are handed the same old "stall." Nearly every one of the pub-

lishers we have spoken to about the business mentioned above had received the cock-and-bull story about being the only kicker, only in one instance it was varied a little, and that editor was the only kicker out of "several hundred." The agencies tell us that they don't care what the rate is so long as they are sure of getting the lowest rate. Perhaps that is the reason some persist in quoting less than card rates, and in some instances break contracts in the middle with impunity because the paper refuses to be bullied into giving them preferred positions without extra cost.

But to get down to brass tacks. What we need is uniform rates for stated guaranteed circulations. There is no weekly in Canada to-day, we don't care how small or how small the circulation, that can afford to carry advertising for less than ten cents an inch. Yet how many of us in the smaller group are getting it as a minimum rate? But if we united, and set a definite uniform rate, and stuck to it the way we have stuck to the \$1.50 rate for subscriptions, we would either have to get it or the advertising would stay out of our papers.

During the past year President E. H. Tomlinson of the American National Editorial Association has directed his attention especially to this problem, and his report submitted to the Minneapolis convention for home print weeklies, starts with a flat rate of 14c for 800 circulation, and gradually increases to a rate of 36c for a weekly with a circulation of 6,000. Composition in all cases six cents an inch net extra. If we could at the next meeting of the Canadian Press Association discuss this matter and place it in the hands of a good competent committee, it would be a start in the right direction, and be of far more practical value to us than some of the topics that are annually suggested for discussion. The main thing to-day is to make the business pay—I don't mean keep solvent,—but pay its way in such a manner as to enable the editor and publisher of even the smallest weekly to be "a" if not "the" leading citizen of his community, for no one approaches him, if he does his duty, in the good he can and does do for that community.

The newspaper business is the noblest profession of them all, and we should not only convince ourselves of it, but also the community, and we can do this only when we confidently and successfully demand the highest rate of "hire" for what we believe is the highest form of "labor."

NEW WEEKLY FOR ST. STEPHEN

J. M. SCOVIL and J. W. Scovil, of St. Stephen, and J. L. Neville, of Winnipeg, were in St. Andrews last month, on business connected with the starting a new paper in St. Stephen. Mr. Neville, a Fredericton man of extensive journalistic experience, recently with the Winnipeg Free Press, is to be the editor of the new paper, which is to be the organ of the Liberal party in Charlotte county.

Course for Country Newspapers, Salesmen and Printers

An Iowan Enterprise—The Objects of the Course—
Programme of Study—An Eminently Practical Course

LAST month, at the Iowa State College, a Short Course for Country Newspaper Foremen and Printers was held. This assembly was the first of its kind to be held by Iowa State College of which F. W. Beckman is Dean of the Department of Journalism. It was Mr. Beckman who organized the convention.

From the prospectus of the convention, the following extracts are taken, to illustrate the nature of the Course, and to indicate to Canadian publishers a form of action worth their consideration and employment.

THE ARGUMENT FOR THE COURSE

No printer is sufficient unto himself. He must rub up against other printers of wide experience and talk things over with them if he would make the most of his craft.

That's why Iowa State College announces its first Short Course for Country Newspaper Foremen and Printers, August 23, 24 and 25, 1917, and cordially invites the men of your printing establishment to attend. There ought to be profit to them in coming to such a craft meeting with highly skilled printers as speakers and instructors. The men in the "front office" find it profitable to attend conventions and short courses. So will the men in the "back room," as long as there is something left to learn about printing.

NOT BETTER THAN ITS "BACK ROOM"

That is to be remembered in this connection. The final doing of most of the things that the "front office" plans rests with "the man behind" the front office.

THE NATURE OF THE COURSE

Practical subjects will make up the program of this Short Course. To give helpful facts about printing and tell how to use them—that is the aim. The program will include these topics:

Composition in job work and advertising: Principles of design; display and its mechanics; use of rules and decorations; use of colors.

Newspaper make-up: Fundamental principles applied to inside and back pages as well as front.

Press work: Make ready with special emphasis on half-tones; adjustments of press; rollers; feeding; electricity; short cuts.

Inks: Adapting ink to paper; mixing; manipulating fountain; relation to good printing.

Line casting machines: Fundamental principles of different machines; broadening their use in newspaper and job composition; cutting operating costs and increasing production; care of machines.

Estimating costs: Figuring stock, composition, press work, overhead; shop records; sample problems in estimating.

Print shop equipment: Essentials in type, presses, cabinets, etc., for country plant.

Print shop management: Arrangement of shop; sending job through eliminating waste; managing help; care of machinery; relations to proprietor.

Paper: Its manufacture; different kinds and uses; printing quality; handling on the press.

Miscellaneous: Opportunity will be given for bringing up any other subject not regularly on the program.

THE INSTRUCTORS

The instructors are men of skill and practical experience, all of them.

J. L. Frazier, who will deal with composition and related subjects, was a successful printer and foreman before he joined the *Inland Printer* staff. His talks on ad. and job composition and newspaper make-up have for two years been features of the Country Newspaper Short Course at Ames. Every printer is familiar with his contributions to *Inland Printer*.

E. M. Keating, who will deal with line casting machines and their use and with some phases of press work, was for years a successful printer before he became an instructor in the *Inland Printer* Technical School in Chicago. He has been unusually successful in teaching the use of the Linotype and similar machines.

E. A. Brown, who will deal with inks and presswork and with shop management, is in charge of one of Minnesota's best printshops, that of the *Owatonna Journal-Chronicle*. He has something to give and knows how to give it.

Plain, straightforward—that will be the mode of presenting the instruction. Lantern slides, machine parts and sections, charts and drawings, motion pictures and specimens all will be used to illustrate the talks. In make ready, for example, actual jobs will be used for demonstration. At each session, opportunity will be given to ask questions and present problems.

* * *

When Canada establishes Departments of Journalism in connection with her leading universities—which will probably be after the war—it is to be hoped that many short courses will be provided for the benefit of all classes of workers in publishing and printing offices.

ZONE SYSTEM IN THE U.S.A.

AFTER a prolonged debate an amendment offered by Senator McKellar of Tennessee was adopted by the Senate on August 29 establishing a zone system of tax on second-class mail matter in place of the 1½ cents a pound rate on all second-class matter, rejected by the Senate the previous day. The rates adopted are as follows:

Zones 1, 2 and 3 (under 300 miles)—1 cent.

Zone 4 (from 300 to 600 miles)—2 cents.

Zone 5 (600 to 1,000 miles)—3 cents.

Zone 6 (1,000 to 1,400 miles)—4 cents.

Zone 7 (1,400 to 1,800 miles)—5 cents.

Zone 8 (over 1,800 miles)—6 cents.

This new tax was adopted by a vote of 40 to 35, the alignment being almost partisan. The tax will yield \$12,600,000. It is estimated, in place of the \$3,000,000 contemplated under the 1½ cents a pound tax advanced by the Senate Finance Committee.

The House zone system, discarded by the finance committee, was calculated to yield \$19,000,000.

After voting in the zone tax, the Senate struck out the proposed publishers' tax of 5 per cent. on net incomes above \$4,000. This was done by a viva voce vote.

The Senate, by a vote of 39 to 29, also

discarded the House provision, backed by the finance committee, of a raise in first-class postal rates from 2 to 3 cents an ounce. This action came as a sharp surprise to Senator Simmons, sponsor of the bill. By eliminating the increase the Senate threw out a \$50,000,000 annual levy. To make it up the finance committee turned to excess war profits.

While discarding the extra postage tax, the Senate, on motion of Senator Hardwick of Georgia, retained the finance committee's proposal for free postage for soldiers writing home, whether from France, or from camp in their own country.

BEWARE!

IN CONNECTION with the Act Respecting Military Service which is now law in Canada, a clause is as follows:

"Any newspaper, book, periodical, pamphlet or printed publication containing matter prohibited by subsection 2 of this section may, whether the printer or publisher thereof be previously convicted or not, be summarily suppressed and further printing or publication thereof and of any future issue of a newspaper or periodical which has contained such matter may be prohibited for any term not exceeding the duration of the present war; provided no action shall be taken under this subsection or under subsection 2 of this section without the approval of the Central Appeal Judge."

This warning should be pasted up in some seable place by both printers and publishers.

ELECTROTYPES

MANY an advertiser and many a printer has asked himself how many impressions should an electrotype stand without losing its sharpness of detail. It all depends on the quality of the electrotype and the care and skill of the printer. Some of the great periodicals get as high as 250,000 impressions from every electrotype, without enough injury to preclude the use of the same cuts for reprints.

Such electros cannot be made in thirty minutes, or purchased at minimum price per square inch. They require time and infinite care and precision on the part of the foundry. It takes longer to build up a heavy, substantial shell than a filmy coating. It requires more labor to finish an electrotype accurately than to send it out with a "lick and a promise." But the extra time and labor expended invariably result in economical presswork and enhanced artistic values, far in excess of their additional first cost.

But the service of an electro is determined in large degree by the make-ready, without which the most carefully manufactured cut will be but short-lived and of poor printing qualities. One fruitful source of difficulty is poor make-ready. And the printer who skimps on this important item, may be able to underbid the man who makes the proper allowance for this preliminary work.

HOW TO HANDLE OLD MATS

SOAK in water three or four hours, strip reds and tissue from blotter, spread out blotters on apron on steam tables to dry and use when dry same as new blotters, pasting newspapers on in place of red rags, use two or three tissues, as suits your case best; best results obtained by laying over for 20 hours for seasoning or making your mats to-night for to-morrow night's use. If mats are hard to strip, just wet blanket and let stand for several days or a week; you will find they will strip easily, using old blotters save time in pasting so many newspapers.

Some Recent Newsprint Developments

President Wilson Fixes 2½ Cents for Newsprint for Government Use—Book Paper Manufacturers to Be Indicted — A. N. P. A. Forms Newsprint Company

THE trade press allied to the paper manufacturing interests is, of course, doing what it can to help manufacturers obtain better or top prices. For example the *Paper Mill* and *Pulp and Paper* declare that the market will go higher during this autumn and winter.

Akin to this subtle propaganda—if subtle it should be called—was the agitation developed in the United States following the announcement of the formation of the American Newspaper Publishers' Association's Company to deal in newsprint. The announcement of the taking over of the Northcliffe mill by the paper committee started a flood of propaganda against publishers of more than usual volume and bitterness in manufacturers' trade papers. Publishers were accused of almost everything under the sun. Imaginary interviews were published and absurd statements made.

Probably the propaganda to scare publishers into a readiness to make contracts at high price and to store newsprint less received an effectual check by the action of President Wilson when he fixed a 2½ cent rate for newsprint needed by the Federal Government.

The paper makers may not be very far-seeing by thus keeping an open and running sore from healing. They are mighty, but not almighty, and one cannot but feel that much of the agitation for higher prices is vindictive at bottom rather than based on the economics of the situation. However, time will bring its revelations and corrections. In the meantime, paper-buyers need to go cannily.

PUBLISHERS PAPER CO.

THE PUBLISHERS PAPER COMPANY, INC., has been completely organized to handle the output and products of the Anglo-Newfoundland Development Company, Ltd., and the Albert E. Reed Company, Newfoundland. The stock of this company is all owned by the American Newspaper Publishers' Association. The officers who have been elected are as follows:

President and treasurer, A. G. McIntyre; vice-president, Emil M. Scholz; manager, Morris W. Leahy; traffic manager, W. T. Robinson; manager manufacturing, A. A. MacDiarmid; chief accountant, A. J. Dacres.

The sale of the ground wood pulp has been disposed of to E. S. Bates, Coristine Building, Montreal, who is a pulp broker. The Publishers Paper Company will not handle the sales of pulp themselves.

Mr. Leahy, manager, was formerly chief engineer for the Powell River Company, Ltd., and manager of the Abitibi Power & Paper Co., Ltd.

Mr. Robinson, traffic manager, was formerly manager of the mills at Parsons, West Va., and at Chandler, Quebec.

Mr. MacDiarmid, manager manufacturing, was formerly chief engineer for the Montreal Light, Heat & Power Company, the Bathurst Lumber Company, Ltd., and the Mattagani Pulp & Paper Company, Ltd.

Mr. Dacres, chief accountant, was formerly accountant for Price Brothers &

Company, and the Montreal Box Board Company.

In addition, a rail traffic man has been engaged, whose name has not yet been announced.

The organization is now completed, the new offices in the New York World are now being occupied and everything is working along satisfactorily. The entire control of the company is in the hands of the executive committee on paper of the A. N. P. A., and the whole company will be operated to do the most good for the publishers of this country.

A number of small shipments of paper have already been received, and larger ones are following this month up to the full capacity of the mill.

In an order which newspaper publishers declare will serve as an important precedent, President Wilson has fixed a price of 2½ cents on newsprint paper for use in publishing the Government's daily Official Bulletin. The order fixing the price was issued by Secretary of War Baker at the President's direction under the National Defence Act, which empowers the Government to Commandeer supplies needed for war purposes. It was directed to the International Paper Company, which had declined to furnish newsprint for the Bulletin at less than three cents a pound.

The action of President Wilson in fixing a price of 2½ cents for the paper supplied by the International Paper Co. for the printing of the United States Government's daily official bulletin points to the possibility of this price becoming the established one for newsprint in the United States as well as in Canada. It has been the Canadian price since March 1, but in the United States manufacturers have been getting from 3 cents up.

The President's action was taken at the instance of the joint Congressional Committee on Printing, of which Senator Fletcher is chairman. When the bulletin first began publication that committee asked bids for newsprint and the cheapest price named was three cents. This, the committee decided, was too high and appealed to the International, on patriotic grounds to sell its product to the Public Printing Office at 2½ cents. The company complied, and for a time furnished the paper, but declared increasing production costs compelled it to raise the price to three cents.

Senator Fletcher went to the Federal Trade Committee for its cost of production figures, and the committee decided the International could sell at 2½ cents and still make a fair profit.

The *Paper Mill* of New York contains an interview with A. G. McIntyre, president of the new Publishers' Paper Company, formed to handle the output of Lord Northcliffe's Newfoundland mills. Mr. McIntyre admitted that Lord Northcliffe was making a good profit on the paper that the Publishers' Paper Co. handles. In reply to a question, he said it was true

that the company was selling paper f.o.b. New York at \$66 a ton.

Mr. McIntyre explained that the Publishers' Paper Co., under the terms of the contract, was selling paper at the same prices that the big publishers had to pay the paper manufacturers for their paper. He said that it was not the intention of the publishers to hit at the contract prices, but merely to strengthen the weaker brothers among the publishers, who had to buy paper at spot prices.

From this interview and other considerations, the *Paper Mill* believes that the paper and pulp which the Publishers' Paper Co. are placing on the American market will have no effect whatever on prices. It is pointed out that newsprint prices are firmer than before and that there is every prospect that pulp prices will reach a new high water mark this winter. Newsprint is selling in the United States from \$3 to \$3.50 f.o.b. mill.

The United States embargo on the export of sulphur will not affect Canadian sulphite pulp mills. The same arrangement as covers the importation of steel for munition plants is being made. That is to say, Canadian importers file their orders with the Priority Branch of the Department of Trade and Commerce. When these are approved, they go to the Department of Commerce at Washington, where licenses are issued. The embargo is only being enforced in order to keep the control of the export business in the hands of the authorities.

Thirteen Canadian newsprint mills, reporting to the Newsprint Manufacturers' Association, showed a production for July of 48,670 tons for 25 working days, or 98.4 per cent. of the maximum. This is the best showing so far this year except in May, when 53,551 tons were produced in 27 days. Shipments for July amounted to 48,535 tons, which is the smallest total of the year except in February, when 41,537 tons were shipped. Total stocks on hand were 10,439 tons at the end of the month.

A development of considerable importance to the Canadian paper industry has been the appointment of George F. Steele, formerly secretary of the American Newsprint Manufacturers' Association, as general manager of the Canadian Export Paper Company, Limited. The position was originally held by J. H. A. Acer, but Mr. Acer having gone to the front, it was temporarily filled by W. G. Lineham. Mr. Steele takes charge of the work on September 12, his headquarters being in Montreal.

The Canadian Export Paper Company, Limited, control the output of the Laurentide Co.; Price Bros. & Co., Ltd.; Belgo-Canadian Pulp and Paper Co.; Brompton Pulp and Paper Co., and sell on commission for the St. Maurice Paper Co., Ltd. This is a powerful combination of Canadian paper manufacturers formed nearly a year ago, to advance the interests of the industry in foreign markets.

Canadian mills are now exporting approximately 89 per cent. of their output, and the industry continues to grow.

The appointment of Mr. Steele as general manager is a forecast of greater activities and a general aggressive policy on the part of the mills.

An estimated annual loss in the newspaper industry in excess of \$10,000,000, due to increased manufacturing costs is the gist of a statement on the subject by A. G. MacIntyre, representing the paper committee of the A.N.P.A.

* * *

STANDARDIZED NEWSPRINT

THE American Newspaper Publishers Association has recommended a specification for standardizing newsprint in sheets on the basis of 24x36, 500s=32 lbs. For rolls the A.N.P.A.'s recommended standard is 72½-inch newsprint roll.

* * *

BOOK PAPER

THE advance in prices of book paper last year was excessive and unwarranted, the American Federal Trade Commission has reported to the Senate. As a result of its investigation the commission has ordered proceedings against certain practices of manufacturers.

The price advances were not warranted either by the increase in costs or by the changes in condition of supply and demand, the commission found.

The commission found that book paper manufacturers, especially those subscribing to the Manufacturers' Bureau of Statistics, kept one another informed of market conditions, so that prices were advanced simultaneously without fear of competition.

While ostensibly the duties of the secretary of the bureau of statistics have been to compile and distribute statistical information, his principal efforts, according to the report, appear to have been devoted to encouraging members to increase their prices.

The commission found that the average profits of thirty-nine principal book paper mills were nearly 100 per cent. higher in 1916 than in 1915. The margin of profit of paper jobbers also advanced.

GREAT BRITAIN

THE coated paper trade of Great Britain is at a big disadvantage at the present time. The two great fields of publicity, advertising and shipping trade, have been so restricted through the circumstances of war that the demand for art paper on the one hand and gummed chromo and enamel on the other has fallen very flat. The increased postal rates also dealt a blow at the use of art paper, while, from another side, the restrictions on the use of copper, with their inevitable effect upon the production and price of half-tone plates, put almost insuperable difficulties in the way of half-tone printing. The embargo on shipping and the export trade reflects itself in the state of trade among lithographic printers. Shippers and textile manufacturers are placing extremely few orders for chromo tickets, hence color printers are feeling the loss, which is shared by makers of coated paper. Fortunately there is every reason to hope for a huge boom in color printing and advertisement service after the war, which will mean the consumption of a big amount of coated stock.

FIRST COATED PAPER MILL IN CANADA

RITCHIE & RAMSAY, 25 years ago this fall, established the first mill in Canada to make coated paper. F. A. Ritchie and C. N. Ramsay, then two young men, representing a Montreal paper house, conceived the idea that what could be done

elsewhere could be done in Canada. Up to 1892 coated paper came from other countries. Sound on the home idea, Ritchie & Ramsay were the first people to mark their product "Made in Canada." Strange to relate, many people up to that time had more faith in the products of every kind from abroad than if produced at home. Canadians—many of them—have changed their minds since 1892; but there are a few who still hold to the old idea. Ritchie & Ramsay's coated paper equals the best of the world's production, and there are not a few judges of paper believe they excel.

A NEW FIBRE

IT is interesting to read in a German paper, says a writer in the London *Daily Dispatch*, the description of a new patent for the production of spinning fibre for the manufacture of string and other materials, from the plant known as broom. The broom, it says, is first steamed in a closed boiler, then heavily crushed by means of strong, smooth rollers. In order to separate the resinous material still adhering to the fibre the crushed mass is again steamed or boiled, with the addition of soda, and then turned out and dried. The wood still left in the fibre is destroyed by putting the mass through strongly-fluted rollers. The fibre is then ready for spinning.

SULPHUR TO CANADA

AN EMBARGO has been placed on exports of sulphur to Canada in order that the supply for war needs of the United States may not be unduly depleted.

A large percentage of the news print paper made in Canada is imported into the United States and the sulphite pulp used in its manufacture requires sulphur. In addition to this a considerable quantity of sulphite pulp is imported into the United States from Canada and used by the news print paper manufacturers in the United States. Hence this embargo affects directly the newspaper publishers of this country.

Sulphur, classified with explosives, is included in the list of commodities for which export licenses are required. No shipments will be licensed, it is said, until Canada has presented complete estimates of the requirements of Dominion pulp and paper makers and of the needs of explosive factories.

The impression was given by officials recently that, while there is every desire that the newspaper industry shall suffer no embarrassment, war needs will receive first consideration, and it was suggested that sulphur may be permitted to go to Canada in limited quantities only, even after the issuing of licenses is resumed.

* * *

Labor and traffic problems are working together to bring about embarrassing conditions for the paper manufacturers in Northern New York. It is difficult to get pulp wood or to make certain provisions for a supply next year.

In Canada \$21 a cord is asked for pulpwood and there are an insufficient number of cars available.

The labor shortage, with high prices, is seriously felt across the border as well as on this side.

Men are difficult to obtain to cut the wood, and one concern with its own tract in the Adirondacks is unable to get enough lumberjacks for the 1918 supply.

One large paper manufacturing company in that section has employed a man for some time to do nothing but search for cars in Canada to carry pulpwood. He has only been able to keep the mill going with no surplus. Any kind of a car is acceptable, pulpwood being shipped in open wood cars and coal cars. There are no extra boats available.

An official of a large lumber concern in Canada has said that the price of pulpwood is bound to go much higher, for the labor and car situation is sure to be worse.

PRINTING, PUBLISHING, PAPER

NEWSPAPER and job printing offices were reported very active at practically all places in the Maritime Provinces, and throughout New Brunswick there was a great scarcity of skilled hands. Throughout the province of Quebec normal conditions were reported. At Toronto fair conditions prevailed in the printing and publishing group, and paper box and bag factories were active. All branches of this group at Hamilton were active. At Woodstock, London and St. Thomas, a shortage of help was reported. Western cities reported newspaper offices active and job offices fairly so. At Vancouver, newspaper offices were steadily employed, and there was some improvement in job printing. Normal conditions prevailed at New Westminster and Victoria.—Canadian *Labor Gazette* for August.

AN EDITORIAL SOLO

THE Editor of *The Arrow* does not wish to brag about it, but, owing to sickness of the staff, last week's issue of this paper was printed by the former unaided and alone. He set nearly all the type for the paper himself, changed several advertisements, printed and mailed the paper, distributed it, corrected the mailing lists for the month—adding thirty-two new names by the way—and did considerable job printing besides. He also attended to all correspondence promptly, posted up the books, waited on customers in the office, ran his own errands around town, wrote several columns of news items, etc., etc., etc. And then the reader is invited to scan that issue closely and note how the half-tone engravings and letter-press show up. Of course it was only possible to achieve such good results in what a friend termed "the model country newspaper printing office of Ontario," in which are to be found the type manufactured by the famous old English firm of Stephenson Blake & Co., Sinclair and Valentine's high grade "Weekly Black" inks, half-tones made by the Central Press Agency, and a superior newspaper press purchased some years ago from the Toronto Type Foundry Co. Although still in his fifties, the Editor of *The Arrow* may be pardoned, perhaps, for "blowing his own horn" over last week's achievements.—Burks Falls *Arrow*.

A SOURCE OF GOOD "COPY"

SOME editors have roll-top desks and "cushy" easy chairs,

And filing cabinets galore, within their snug-like lairs.

With things all ready to their hand, they push a little button,

If facts they ever want to know, such as the price of mutton.

But we just have to make the best of whatso'er 's our billet,

A dugout, stable, barn, maybe, chock full of rye or millet

Whilst noting facts (and other things) we generally use

One pencil costing tuppence, and one notebook—15 sous.

Yet all the same we really think, without the slightest doubt,

The writing chap in that armchair (who knows what he's about)

Would gladly swop his roll-top desk and throw his chair away,

If he had chances to "write up" the things we see each day.—From the *N. Y. D.*, an ambulance men's newspaper, published at the front.

RULE A, No. 1.—Thrice read the paragraph reflecting upon the character of woman, child, minister, or any other person whose reputation is his chief asset.

Printer & Publisher

Published on the First Wednesday of Each Month

WM. POWELL - Business Manager
JOHN C. KIRKWOOD - Editor

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PUBLISHERS WHO "TRY IT ON"

IN AN advertisement issued from Ottawa by the Department of Militia and Defence, announcing a Sale of Old Stores, the concluding paragraph is as follows:

Newspapers will not be paid if this advertisement is inserted without authority from the Department.

The inference is that it is a fairly common practice for newspapers with influence or a "pull" to insert unauthorized, government advertisements, taking a chance on getting payment therefor.

In a recent issue of *PRINTER AND PUBLISHER* a correspondent protested against the practice of some western publishers continuing the insertion of government-authorized advertising after the terminal date had been reached, relying on influence or pull to get paid for such extension of the advertising, or giving bonus insertions as a basis for subsequent favor. In either case the practice is unfair and reprehensible.

In spite of the mantle of honor and glory, and the aureole of high desert which popular fancy makes accompany the men identified with the Fourth Estate, the feet of clay stick out very boldly every now and then; and somehow we keep on seeing the feet; and imagining more than there really are.

One wonders what newspapers—and this means what men—have been "milk-ing" the government, and what their defence is.

WANTED—A LIBERAL NEWS-PAPER

GENERAL dissatisfaction was expressed by members and speakers at the annual meeting of Ward Four Liberal Association in Toronto last month. They even went so far as to score the Liberal newspaper organs in Toronto for not giving a fair expression of the views of those honestly opposing conscription, and called for a new mouthpiece.

"It would be a national newspaper that would show the true Liberal views of the whole of Canada," said President W. J. O'Reilly. "I was talking to a man from the east the other day who said he would raise \$25,000 in two weeks towards obtaining capital enough to start a newspaper in Toronto. I am sure we would not have any trouble raising enough money. We want a paper like the *Globe* of the good old days when it was called the Scotsman's Bible."

* * *

In some matters grown-up and successful men are ignorant children. While a liberal newspaper "like the *Globe* of the good old days," may be a desideratum, it will bother Mr. O'Reilly and many others in Ward Four to raise the capital necessary for such an enterprise and to provide enough capital to nourish such a newspaper through its sucking years.

ADVERTISING CANADA IN THE U.S.A.

THE *Christian Science Monitor*, Boston, in an August issue, had an editorial on the Economic Outlook in Canada, based on remarks of Colonel Dennis, Chief Commissioner of the development branch of the C.P.R. Col. Dennis warns Canada against post-war catastrophes such as followed in the United States after the Civil War—the catastrophe in particular of over-rapid expansion. The *Christian Science Monitor* says as follows:

THE problem of conserving Canada's economic post-war future is, of course, a colossal one, but the forces available for its solution are more than adequate. There is far too great a tendency abroad, to-day, to regard the great manufactories, settlements, towns, in many cases created by the war, as necessarily rendered useless the moment peace is declared. There will, no doubt, perforce, be much scrapping, but, on the other hand, there is no limit to the extent to which activities may be adapted. The story of how a great brewery, in one of the United States which recently "went dry," was converted, in a very short time, into one of the largest high-class laundries in the world, has many lessons. Canada would do well to make the whole matter a very first consideration. In doing so she would not impair, but, rather, by the confidence such efforts would inspire, render more efficient and effective her efforts to fulfill the charge laid upon her in common with all the other nations fighting on the side of the Allies, namely, to put forth her full strength now, so as to win the war at the earliest possible moment.

Canada, in respect to other contents, receives in the same issue of the *Christian Science Monitor* not a little attention.

In all this, evidence is provided Canadian publishers of the great and real interest of Americans in things Canadian, especially since the United States went to war. *PRINTER AND PUBLISHER* cannot help but think that Canadian publishers should do much, in a collective way, to translate some of this freshened and enlarged interest into business, by the expedient of informative advertising in U. S. mediums. There may be some slackening up of business activity in the United

States, owing to the disturbance of war-participation, and if so, Canada offers American manufacturers a nearby and responsive market. Also, there is this thought: things ahead for us in Canada may not be tinged plentifully with rainbow colors, and the quicker we get American manufacturers cultivating Canada, the surer do we protect our own future prosperity—for the American, when he comes to trade in Canada, ultimately finds it profitable to establish a branch in Canada, and so becomes a permanent asset of Canada and the Canadian publisher.

Canada needs to be advertised in the United States—now.

TEACH THE BUYER WHAT PRINTING COSTS

PRINTERS always and everywhere have trouble with customers concerning their charges: The customer thinks—and perhaps says—that the printer serving him is a robber, and probably gives his next order to some other printer who may also be a robber—robbing himself.

What is greatly needed is education, and those to give the education are printers themselves. So long as buyers of printing do not understand printing costs, just so long will there be suspicion and trouble.

The average buyer of printing has absolutely no idea as to the time required to produce a job. If asked to estimate the amount of time required to produce a piece of composition, he is apt to underestimate egregiously. For example, he may say—"about an hour," when as a matter of fact four hours may have been required to produce the work.

Similarly in regard to other phases of printing, the buyer is woefully ignorant.

But he is not to be blamed for his ignorance when and where there has been no education. It is just as reasonable to blame you, the reader of these words, for your ignorance of the Russian or Chinese language as it is to blame the buyer of printing for his ignorance of printing costs.

One thing a printer can do is to send out an analysis of a job done—stating the form and condition in which the copy was received, whether or not a lay-out was sent along, indicating the nature of the instructions, telling what changes, if any, in copy or proofs were made by the buyer, what delays, if any, were met with through the failure of the buyer to send cuts, additional copy, complete instructions, or to return proofs; and so on, and so on. Such a presentation should go a long way towards educating the buyer of printing.

Another way would be to institute a competition, in which the cut-price printer would be compelled to either join in or ignominiously refuse to compete. In either case he would be shown up. This competition could be "staged" publicly: it could be announced that a piece of printing would be put into the hands of certain printers for production, each printer receiving identical instructions; and that each printer would be required to submit his authenticated dockets for every operation. Then, when the completed jobs were all turned in, a committee of competent judges would pass on the work, as to the dockets, as to the general character of the finished product, and as to the price charged. The report of this committee would then be published, and a public display made of the work.

All important local buyers of printing would be advised of the competition and of the findings of the judges; and perhaps they could be assembled later on, to ask and have answered questions.

These are but two methods out of many that can be used to arouse the interest and attention of buyers of printing to matters related to the costs of printing.

Printers have quite neglected the education of these customers, and where ignorance is bliss, suspicions and accusations and dissatisfactions are almost certain. Knowledge, on the other hand, dispels doubts and makes reason rule.

In Canada the best printers can and should join together to conduct an educational campaign, directed to their customers and prospective customers. So purchasing agents and other buyers of printing would see things more clearly and truly, and would be easier to do business with.

HIGHER ADVERTISING RATES

W. R. DAVIES, publisher of the *Thamesville Herald*, contributes a most timely and important article to the issue of *PRINTER AND PUBLISHER*, namely, a call for higher advertising rates for the weeklies.

Mr. Davies writes with vigor, and proposes a practical way out of a situation that is becoming impossible—co-operation.

The "slamming" of the advertising agencies may be deserved; and yet it has to be remembered always that the agencies are in a difficult position. As buyers for their clients, and as exposed to competition, they must get the lowest rates they can; and it is just the common practice of purchasing agents generally, to dicker and apply the big stick and bluff—perhaps, even, to go beyond the bounds of truth—in order to get the best rates they can. *PRINTER AND PUBLISHER* is not defending or approving the practice of agencies when they offer lower than card rates, and when they use artifice and bludgeons to get what they think they can get, and what they often must get if they are to protect themselves against under-quoting by some competitive agency.

At bottom, the sin is at the door of publishers as a class. They have not adhered to their rate cards, but have given the agencies abundant proof that rate cards are often mere picturesque statements of what is desired more than what is expected. If all publishers would adhere to their published or announced rates the game would be easier and straighter for everybody.

But apart from the agency phases of rates, the big present fact is that the publishers of country weeklies in Canada, generally speaking, do not get an adequate rate—and perhaps never have. For one thing, many have not known accurately just what is a right rate: they have fixed their rates according to what others have quoted.

Necessity is compelling country publishers to get more for their white space; and, as Mr. Davies says, they can and will get the right and higher and necessary rates just as surely as they have obtained the \$1.50 rate for annual subscriptions—this if they set their wills to get the higher and proper rate.

One thing is true: a few publishers, Mr. Davies among them, have already de-

termined to get what is necessary; and while they may lose some business for a time, the loss will probably be more than made up by the higher rates obtained. And when the new higher rates are established, these prudent and courageous publishers will be a long way ahead of their more timid and less astute brethren; and their properties will have a market value greatly in excess of weeklies of comparable circulations quoting low and insufficient rates.

Here it may be said that an obligation rests on publishers demanding more to give more. This means giving better newspapers viewed as newspapers, better printed newspapers, and better circulated newspapers. This is a phase of the matter that many publishers don't want to contemplate: so long as their public are apparently satisfied with the newspapers as they are, there is no reason—so it is argued—why the publisher should worry himself to give more. As against this view and attitude and practice is the history of not a few weekly newspapers in Canada which stand out supremely just because they give readers and advertisers an overflowing measure of service and consideration. The wisest publisher is he who makes his newspaper attain his own highest ideals, making these his inflexible standard.

P. GEORGE PEARCE

A GREAT many newspaper men have hobbies and P. George Pearce, the genial secretary of the weekly section of the C.P.A. and publisher of the *Waterford Star*, has one that pays him well, namely, fruit farming. A visit to Mr. Pearce's farm one day in July, found him with his daughter Miss Marion, superintending who with National Service badges on their



P. GEORGE PEARCE

Publisher of the *Waterford Star*, owns a fruit farm from which he derives health, pleasure, and profit. In the photograph he is seen with his daughter Marion who superintended 20 young women workers this past season, together with one of the National Service girls.

arms to indicate that they were doing their "bit," were busy picking strawberries. Mr. Pearce's fruit farm is just outside his home town of Waterford, and on it he grows strawberries, raspberries, and about three thousand trees, some apple, some peach and some cherry. The trees are not bearing yet, but when they start Mr. Pearce expects to be up in the pork-packing class of millionaires. As a sideline to the newspaper business it looks like a good thing, and judging from the accompanying picture of George and a

couple of his helpers, it is not all drudgery.

STEWART LYON RETURNING

STEWART LYON, representative of the Canadian Press at the front, is returning to Canada. Under the original engagement he was to remain at the front six months. He has now been there eight months, during which period his despatches have been a regular feature of practically all Canadian daily newspapers. It is understood that he has been greatly dissatisfied with the censorship restrictions which compelled him to omit from his despatches the kind of matter he wished to send and which Canada wants.

MRS. L. A. GURNETT

MRS. L. A. GURNETT has been appointed to the secretaryship of the Woman's Auxiliary to the Organization of Resources Committee. Mrs. Gurnett resigned from the editorship of the *Woman's Department of the Toronto Mail and Empire* to take the new office. Before she definitely entered journalism she had been President of Toronto's Household Economic League and Secretary of the Local Council of Women, besides holding other offices which enabled her to form a clear judgment on many questions affecting women and children.

BELGIAN CHILDREN

AN APPEAL is made to the people of Canada to contribute money to safeguard the health and life of Belgian children who are starving. A circular which is being issued is as follows:—

THE committee of the "Œuvre de la Sante de l'Enfance Belge" in Holland, moved by the alarming and ever increasing mortality among the little children in Belgium, have since August, 1916, and with the permission of the German authorities, organized the bringing of starved, consumptive, rickety and ailing little ones from Belgium into Holland, where they are cared for, homed, intensively fed, medically attended and clothed for a period averaging six weeks, until they are restored to health. They are then returned to their parents in Belgium, having gained in weight some 2 to 4 lbs. per week.

Unfortunately it is not possible to do more for lack of funds, for there are at the present moment 15,000 or more children waiting in Belgium for their turn to go to Holland, and the number increases weekly and especially since the deportations or slavery. Only a partial alleviation of the sufferings of these poor little ones is possible, but we trust the appeal for the funds made in Canada for the carrying on of this work and perhaps extending it, will not be made in vain.

From the point of humanity the little children of Belgium should come before all in obtaining sympathy and relief, and you need only picture to yourself what you would do, were your child dying of starvation, to decide whether you will assist in this good work.

From the point of view of policy, remember that these children represent Belgium's future, and that this generation will have to build up the Belgium to come. How can it be done with a race of children whose most important years have been passed in conditions of starvation and sickness?

All donations to be sent to the Belgian Consul-General, Ottawa (earmarked "Œuvre de la Sante de l'Enfance Belge").

The cause is worthy, and should any Canadian publisher feel disposed to solicit his readership for a contribution to this cause, he will be doing an act of nobility and humanity.

Publishers' Doings

IN CONNECTION with its Circulation Contest the London *Advertiser* offered two free trips either to New York or Saguenay by boat.

Shopping Simplified is the caption used by the London *Free Press* for an advertising feature.

The *British Columbian* had a word-spelling contest. On a page of advertisements a misspelled word was inserted, and had to be discovered. A series of pages involving this idea were run.

To induce the people to read and use want ads, the Toronto *Star* is giving each week a special prize of \$5 to any person finding the hidden sentence that appears (a few words each night) in the Want Ad, columns of the paper. The complete sentence appears each week, and one prize of \$5 will be given to someone sending in the correct answer.

The Cobalt *Nugget* promoted a Buy-At-Home campaign last month, and carried special advertising as a consequence.

The Halifax *Echo* ran an interesting editorial feature last month, consisting of an extended account of the Nova Scotia Highlanders at the Battle of Vimy. The article was illustrated with numerous portraits of the "Red Feather Lads." The work of the battalion from 1915 onward was reviewed.

The *Winnipeg Telegram* had a page devoted to Victoria Beach, a nearby camping spot, and secured considerable advertising in connection with it.

The Vancouver *Province's* Color Competition, as indicated by the illustration on this page, was a bright idea. The page reproduced was one of a series of four.

The Moncton *Daily Times* is running a puzzle contest for circulation purposes.

The London *Advertiser's* special prize automobile which is a 1918 model Chevrolet, and one of the eight automobiles given as first prize in each of the eight districts in connection with the Circulation Contest put on by this newspaper, was driven through Thorndale, Belton, St. Marys, Stratford, Tavistock, Woodstock and Ingersoll and every town in Western Ontario, so that friends of candidates would have an opportunity of seeing just what kind of a prize their favorite candidate was asking them to help win.

The *Victoria Colonist* published a page of portraits of home heroes—a Roll of Honor of

"Those who with fame eternal their own
dear land endowed

Took on them as a mantle the shade of
death's dark cloud;

Yet dying thus they died not, on whom is
glory shed

By virtue which exalts them above all
other dead."

The Toronto *Star's* telephone system has been equipped with new direct lines to Central, which will be kept open for the exclusive use of the Want Ad. Department.

The Halifax *Echo* had a page last month headed, Acquire a Home in Halifax, Canada's most Prosperous City. The advertisements of local firms—furnishers, hardware and building supply dealers, etc., were carried.

The Estevan *Progress* issues blotters to go in No. 7 envelope as fillers in which the feature is a picture of a local public building—a school, for example. This is an idea to be passed on.

The Regina *Leader* assembled not a little advertising under the heading, Carry Parcels When Possible—Avoid Returning Purchases. The idea was pictorially expressed, and the thought was to conserve the time and labor of workers at this time of national need.

NEWSPAPER STANDING IN CANADA

LOCAL DISPLAY

	Lines
<i>Montreal Star</i>	552,965
<i>Toronto Star</i>	498,820
<i>Vancouver Province</i>	453,572
<i>Winnipeg Tribune</i>	429,925
<i>Toronto Telegram</i>	429,100
<i>Winnipeg Free Press</i>	332,770
<i>Regina Leader</i>	328,843
<i>Calgary Herald</i>	322,992
<i>Toronto News</i>	321,720
<i>Winnipeg Telegram</i>	317,434
<i>Montreal Gazette</i>	316,350
<i>Ottawa Journal</i>	298,102
<i>Vancouver World</i>	289,534
<i>Ottawa Citizen</i>	257,363
<i>Toronto Mail</i>	253,120
<i>Toronto World</i>	243,230
<i>London Advertiser</i>	228,020
<i>Calgary Albertan</i>	225,988
<i>Toronto Globe</i>	219,805

TOTAL DISPLAY

	Lines
<i>Montreal Star</i>	723,610
<i>Vancouver Province</i>	584,556

Toronto Star	550,902
Toronto Telegram	550,480
Winnipeg Tribune	518,749
Winnipeg Free Press	487,408
Regina Leader	462,496
Calgary Herald	448,818
Ottawa Journal	429,520
Montreal Gazette	421,800
Winnipeg Telegram	396,810
Vancouver World	369,740
Toronto News	358,960
London Advertiser	348,040
Ottawa Citizen	343,729
Toronto Globe	315,674
Calgary Albertan	278,314
Toronto Mail	253,120
Toronto World	243,320

CANADIAN ASSOCIATION OF ADVERTISING AGENTS

AT THE annual meeting of the Canadian Association of Advertising Agencies, held in Toronto last month, reports from all quarters indicated that the advertising business is in an extremely satisfactory condition.

Credit for this increasing volume of business is certainly due in a large degree to the efforts of the advertising agents, whose work has also resulted in placing the advertising business upon a higher plane.

The newly elected officers are as follows: E. S. Desbarats, Desbarats Adver-

[illegible]

This page should suggest to other publishers how they can secure special advertising. Coloring competitions reach the parents through the children and are impressive of the article or package to be colored. The original appeared in the Vancouver "Province."

took charge of national advertising for all the Hearst papers in the territory west of Pittsburg and Buffalo, having his headquarters in Chicago.

He became publisher of the *Boston American* in 1909 and in 1914 organized the Audit Bureau of Circulations, becoming its managing director.

Stanley Clague, of the Taylor-Critchfield-Clague Company, advertising and merchandising agents, of Chicago, New York, Detroit, and Boston, was elected managing director of the Audit Bureau of Circulations at a meeting of the board of directors held in Chicago this month. Mr. Clague succeeds Russell R. Whitman.

Mr. Clague was born on the Isle of Man, off the coast of England. Shortly after coming to America he served for several years as secretary to Dr. Charles W. Eliot, who was then president of Harvard University. His principal work in the publication field was begun in the promotion department of the Curtis Publishing Company, of Philadelphia. From Philadelphia Mr. Clague went to Chicago and became a partner in the Clague, Pater, Jones Advertising Agency, which later became the Clague Agency.

In January, 1915, Mr. Clague became associated with the Taylor-Critchfield Company, advertising agents of New York.

HAVE RAISED PRICES

THE Stratford *Beacon* and Stratford *Herald* put into effect August 13 an increase in mail subscription rates from \$2.00 to \$2.50. This is to be followed by another 50-cent increase on November 1, bringing the rate up to \$3.00 at that time. The subscription rate of all papers called for at the newspaper's office or at stores in the city was also increased August 13 from 25 cents to 30 cents a month. The single copies are sold as formerly, for two cents, and the carrier rate remains at \$4.00 a year.

The action of the Stratford daily papers in adopting a \$3.00 mail rate will it is hoped, open the way for a number of weekly papers in Perth and Huron counties to adopt the \$1.50 rate. Many of the papers in those counties, including the weekly editions of the two Stratford papers, have the \$1.50 rate already in force and are having good success with it.

Including the Stratford dailies, 13 daily newspapers in Western Ontario have made substantial increases in subscription rates during the past year.

Elgin (Man.) *Banner* adopted the \$1.50 rate August 1.

Wakaw (Sask.) *Recorder* has had the \$1.50 rate in force for four years; in fact, ever since the paper commenced publication.

Montreal; secretary-treasurer, J. P. Patterson, Norris-Patterson, Toronto; member of committee, A. J. Denne, Smith, Denne & Moore, Toronto.

FORT WILLIAM MAY ADVERTISE

TO SHOW farmers in Western Canada that the head of the lakes is the logical place for a sample market, Fort William will, if a proposition fathered by Ald. G. R. Duncan is carried through, spend at least \$20,000 in advertising. It is his idea to have every farmer in Western Canada told, through 250 newspapers, that here is the place where he should send his grain. The money will be obtained from the citizens and men interested in the grain trade. Fort William will be asked to provide \$5,000, the grain exchange a like amount, and the grain men as individuals, will be asked to donate sums of money.

I.C.M.A.

THE nineteenth annual convention of the International Circulation Managers' Association will be held in Atlanta Tuesday, Wednesday, and Thursday, October 9, 10 and 11, 1917, with headquarters at the Piedmont Hotel. This meeting had been originally planned to take place in June, but was postponed on account of the entrance of the United States into the world war, which brought immediate problems to the circulation men of the country, calling for close-up work, and making it difficult for a majority of them, at that time, to leave their posts of duty.

Canadians on the programme include T. V. Armstrong, Ottawa *Journal-Press*; and Robert McCleary, the *Globe*, Toronto.

RUSSELL R. WHITMAN

RUSSELL K. WHITMAN, managing director of the Chicago Bureau of Circulations, has bought the New York *Commercial*, the oldest business and financial newspaper in the world. Mr. Whitman has resigned from his position in connection with the A.B.C.

Mr. Whitman's newspaper career began in 1894 on the news staff of the *Kansas City World*, but he soon shifted to the advertising end, joining the *Kansas City Star*. He then went with the *Kansas City Journal* as advertising manager, and later

Mr Space Buyer
You are the Jury

HERE IS THE EVIDENCE



Attractive piece of printed matter issued by the Halifax *Evening Mail*. Stock was White Buckeye, ripple finish, and black and red inks used. The seal design at the lower right hand corner was embossed. The nature of the text is indicated by the accompanying illustration.

Result of Newspaper Canvass on 25 Halifax Streets

3 At the request of leading business men, T. G. Taylor, an independent commercial traveler, was engaged to make a canvass of 25 streets in all sections of the city, to ascertain the ACTUAL HOME CIRCULATION of the three evening newspapers, which information would be to them a TRUE GAUGE FOR SPACE-BUYING. The canvass was started in January, and was finished some weeks ago. At each house on the 25 streets the name of the person giving the information was secured, and after the canvassing of each street was completed, the accuracy was sworn to by Mr. Taylor before J. N. Neagher, Barrister. All figures are filed at the Police Court Office, and can be examined by our advertisers. The result of the canvass of each street was CHECKED AND AUDITED by an independent auditor, and we are presenting the canvasser's and auditor's figures to business men for their information.

Percentage of Homes reached by The Evening Mail	61.66 per cent.
Percentage of Homes reached by 2nd Evening Paper	24.12 per cent.
Percentage of Homes reached by 3rd Evening Paper	16.74 per cent.
Percentage of Homes reached by 2nd and 3rd Evening Papers combined	40.86 per cent.

[illegible]

Text of a piece of mailing matter issued by the Halifax *Evening Mail*.

Publishers Attend Canadian National Exhibition

Big Attendance This Year—J. H. Woods, President of the C.P.A.
the Chief Speaker at Directors' Luncheon—C P.A. Directors Meet

FRIDAY, August 31, was Press Day at the Canadian National Exhibition, held as usual in Toronto, and publishers in goodly numbers from all over Canada were in attendance, the registration being exceptionally large—so large, indeed, that the accommodation in the dining room of the C.N.E. directors was inadequate to give all seating, and not a few late arrivals had to take luncheon elsewhere.

The C.N.E. directors extended the accustomed courtesies of providing free admission, a free supper, and a free seat in the grand stand to view the special entertainment provided for Exhibition visitors. At the supper Press Manager Hay had attend some Hawaiian musicians, who played and sang their charming music with great acceptance to those in whose honor they had been brought in.

At the Directors' Luncheon the two speakers representing the Press were J. H. Woods, President of the Canadian Press Association, and George H. K. Mitford, President of the Toronto Press Club, and editor of the Toronto *Sunday World*. Mr. Woods' address was as follows:

Mr. President, Gentlemen of the Canadian National Exhibition and Fellow Publishers:—

I am greatly honored to be here, and to represent on this occasion, a body of men who have always been, and are to-day, true friends and admirers of this magnificent Exhibition, who have, I think I may say, done something for its success in the past, and whose efforts on its behalf have always met with appreciation and courtesy. During the years of my professional association with the newspaper profession in this city I was impressed, as no doubt many gentlemen connected with the Exhibition have often been impressed, with the unswerving loyalty and generous consideration shown toward this Exhibition by the newspapers and other journals located in this province, and even by those whose places of publication were farther afield. And I then realized, as I am sure my brother publishers have realized, that this was due in great part to the kindly sentiments and the spirit of reciprocity that have always been shown by the President, Directors and Officials of the Exhibition toward their newspaper friends.

ONTARIO A MOTHER PROVINCE

The influence of the Canadian National Exhibition extends from end to end of Canada. This is partly because from this province have gone forth hundreds of men who have established newspapers and other periodicals in every part of the Dominion. Ontario is the mother of Canadian journalism and Toronto is its cradle. Editors who have received their training in this city are to be found in every province, and all of them have carried away from here warm and pleasant memories of Toronto Fair.

That these relations have continued up to the present is evident from the nature of this gathering, which is assembled to express to you, Sir, and to your col-

leagues, the greetings and good wishes of the Canadian press. And I am sure that under such guidance in the future as you have had in the past, your Association will find no lessening in the esteem in which it is held by its journalistic friends, but rather that the bonds of mutual respect and co-operation will be strengthened as the years go by.

(After recounting some personal reminiscences in connection with the Exhibition, Mr. Woods continued.)

THE CANADIAN PRESS ASSOCIATION

As the Canadian National Exhibition has prospered, so you will be glad to know that the Canadian Press Association and the profession of journalism in Canada have made much material progress during recent years. The work and influence of the Canadian Press Association have been extended throughout the entire Dominion, and now from coast to coast it numbers most of the publishers of Canada in its membership. Its usefulness, under the able guidance of Mr. Imrie, has largely increased. Its bulletins of information have been found by its members to be invaluable, and its other efforts on behalf of Canadian publishers have established it as a strong and useful force in the community.

In one particular respect the publishers of Canada are about to make a remarkable forward move. It is my privilege to-day to make what I think is the first public announcement that on Monday, September 3rd, the daily press of Canada will for the first time be served by its own Canadian national system of news gathering and distribution, carried over its own leased wires by day and night and extending from Sydney, in Nova Scotia, to Victoria in British Columbia, a wire distance in all of more than 5,000 miles. This great news distribution system—one of the greatest, if not the very greatest, in the world operating under a single office, will bind the Provinces of Canada together as nothing has ever done save the establishment of railway communication. It will direct the channels of our news from East to West. It will place the newspapers on the Pacific coast in direct touch with the news and daily life of the people on the Atlantic. It will be operated by an Association owned and controlled by the daily newspaper publishers, conducted without profit and only for mutual benefit. We trust that this service will not only improve the news facilities of our daily papers, but will help to bind closer together the different portions of our Dominion and thus cement and nationalize its varied populations.

THE VOICE OF 8,000,000 PEOPLE

And what of that other branch of the newspaper profession which differentiates it from the ordinary channels of commerce, and sets it apart as a fourth estate within the realm—what of our duty to the public whose franchise we hold and who have a right to demand from us the highest service and the utmost devotion—what especially of our duty in this great

crisis? I am not of those who think that the Canadian press has neglected or refused to do its duty since the war began. I believe the press has done well. It has given generously of its space to worthy and patriotic objects; it has spent its money liberally to provide reliable news; it has preached a good gospel of loyalty to the public and has, as well, upheld its own reputation for dignity and truth. But I do not think it has done enough, and above all I want to urge upon you that however much the press has done in the past it must do infinitely more in the immediate future. We are the articulate voice of eight millions of people. It is for us to see that that voice rings high and clear on behalf of the Empire and of humanity, and so far as that voice fails thus to sound, so far the Canadian press shall have failed in its highest ideal. We must acknowledge that the situation in Canada is very serious, not only from a military standpoint, but from a financial standpoint, an industrial standpoint and a political standpoint. The next year and a half will show whether Canada is to take her place among those worthy nations who have fought for freedom and for Christianity, or whether she is to fail in the task to which she has set her hand, and withdraw to the obscurity of a Colonial possession whose patriotism failed to respond to a high appeal. To each one of us a glorious opportunity for service offers. There are many men in Canada who although not controlling a newspaper, have found means to make themselves of great usefulness to their country. You, Sir, are one of them. The name of Noel Marshall is known from end to end of Canada as the organizer of this country's Red Cross work. You have made for yourself a monument, and I am proud to call you my friend.

THE PUBLISHER'S PRIVILEGE

But we newspaper publishers have a great privilege in being allowed to preach to the people, and as action and reaction are equal and opposite, so our privilege is no greater than our obligation. It is for us to arouse the people to a fuller sense of loyalty in this war, to urge them to self-sacrifice, to show them the beauties of economy, to tell them the glories of devotion; and in order to inspire others we must inspire ourselves. We talk about conscription. The highest form of conscription to practice is the conscription of one's self in the service of one's country.

We publishers, scattered over 3,000 miles of land, have not sufficient unity in our efforts, and the individual newspaper publisher is apt to think of himself as merely "A voice crying in the wilderness." But let us each individually remember that we are responsible in some degree at least for the spirit and the tone, the thought and the loyalty, the patriotism and the self-sacrifice of those who read our papers, and let us go away from here resolved that each one of us, whatever our business worries, will devote ourselves and our columns unsparingly

and unstintingly to the service of our beloved Dominion.

It is well known, Mr. President, that a nation takes its symbols from the scenes that surround its people, and we in Canada have surely no lack of inspiration to noble ideals. In the far West we have the grand and massive outline of our Rockies, whose snow-capped tops cannot fail to remind us of those peaks of honor and pinnacles of sacrifice which Mr. Lloyd George has so eloquently described. Eastward stretches our rolling prairie, its bosom burdened with the grain that will feed the millions of the earth and bring comfort and sustenance to our Allies and to our own men at the front, thus reminding us of the material worth and greatness of our country. And over all, by night as well as day we possess the glorious scenery of a Western sky, whose deep blue depths and star-studded nights lead thoughts upward to what is best in man. Nor do you, here in the East, lack your beauties. The luscious valleys of Acadia, New Brunswick's wooded hills, the sunlit St. Lawrence of Quebec, the rivers and streams that make green the lovely meadows of Ontario—all these beauties are before us. They hold out their arms to us, crying, "Are we worthy of you?" Aye, truly they are worthy of us, but it is for us to prove that we are worthy of them. The country that has taught us to love it must teach us, also, the glory of service for it, and we in turn must teach that glory to those who read our words. So only can we publishers justify the high privileges that we possess. So only can we hand down to our children and our children's children a personal character and a national tradition upon which they will be able to look back with pride and satisfaction.

U. T. & F. C. A. CONVENTION

THE Thirty-first Annual Convention of the United Typothetae and Franklin Clubs of America, to be held in Chicago, September 17, 18 and 19, promises to be one of the most important meetings ever held by this printer's organization.

Recognizing the nation's present industrial situation and what now confronts it, makes significant this annual meeting of employing printers, held under the auspices of the greatest employing printers' organization in the world. That those in charge of the convention sense the situation is noted by a study of the program. Such topics as "Conditions After the War," "The Trend of Events in the Printing Industry," "Co-operative Competition," "The Employer and Employee," show that consideration is going to be given to matters of present and extreme importance.

PRINTERS' ROLLERS AND HEAT (Letter to the Editor)

LAST week we had some exceedingly hot weather, the temperature on July 28 reaching to 105 degrees. We worked along as best we could all day, the only cool person being the "devil" and he had to take refuge in the "hell" box, and when we closed the office at night a winter composition roller was inadvertently left standing in a perpendicular position. The fierce heat which beats upon a printing office got in its deadly work upon that roller during the night. When we came in the morning its usefulness here was done. It had softened under the heat

until it bellied out like a—well, as the kid said—like a poisoned pup. Probably some of your readers had similar experiences with rollers in hot weather.

Ernest Walter.

Estevan, Sask.,

Aug. 2, 1917.

per *The Estevan Progress*,

TEXT OF JUDGMENT

THE judgment of Chief Justice Sir Glenholme Falconbridge in the action of the Canada Bonded Attorney & Legal Directory, Limited vs. Leonard-Parmiter, Limited, and G. F. Leonard and Canada Bonded Attorney & Legal Directory, Limited vs. George F. Leonard, delivered last month, is given below. This action was tried at Toronto.

"I have had the opportunity since the first of July of going over the voluminous evidence and the eighty exhibits put in at the trial.

"The reconsideration of the whole case confirms me in the opinion which I had formed at the conclusion of the argument, that the plaintiffs are entitled to succeed as to all matters in controversy in both actions.

"It will be sufficient to point to the argument of counsel for plaintiffs, which I approve of as to matters both of law and of fact."

"The intrinsic evidence of the lists themselves show conclusively the use made of plaintiffs' material in the preparation of defendants' production, and there is satisfactory and convincing evidence of (a) the improper retention by Leonard-Parmiter, or one of them, of the plaintiffs' list of subscribers; (b) the surreptitiously obtaining from plaintiffs' typewritten list of present subscribers and of plaintiffs' subscribers whose contracts had been cancelled, with declarations and reasons; (c) the soliciting by defendants of the business of plaintiffs' subscribers, in so doing using the lists, information and material wrongfully and surreptitiously obtained from plaintiff company; (d) the individual defendants endeavored to entice away from plaintiffs' employees as charged in paragraph 21 of the amended statement of claim.

"In the first action there will be judgment for plaintiffs in terms of the prayer of the statement of claim and of the amended statement of claim with costs and reference as to damages.

"As to the action against Leonard alone I find the facts in controversy in favor of plaintiffs, both as to the contracts and as to the matter of misconduct charged in the amendment to reply and defence to counter-claim made at trial, which misconduct disentitles defendant to remuneration for his services. There must be a reference to this action unless the parties on this basis can agree on figures. Costs to plaintiffs."

THE TEN "DEMANDMENTS"

Read Slowly—and Think

1. Don't lie. It wastes our time and yours. We are sure to catch you in the end, and that is the wrong end.

2. Watch your work, not the clock. A long day's work makes a long day short, and a short day's work makes our face long.

3. Give us more than we expect and we will give you more than you expect. We can afford to increase your pay if you increase our profits.

4. You owe so much to yourself you

cannot afford to owe anybody else. Keep out of debt or out of our shop.

5. Dishonesty is never an accident. Good men, like good women, never see temptation when they meet it.

6. Mind your own business, and in time you'll have a business of your own to mind.

7. Don't do anything here which hurts your self-respect. An employee who is willing to steal for us is willing to steal from us.

8. It is none of our business what you do at night. But if dissipation affects what you do the next day and you do half as much as we demand, you'll last half as long as you hoped.

9. Don't tell us what we'd like to hear, but what we ought to hear. We don't want crawlers, but workers.

10. Don't kick if we kick. If you're worth while correcting, you're worth while keeping. We don't waste our time cutting specks out of rotten apples.

THE MORNING AFTER

THE whole officii Affi eetaoin atoi

The whole offic may hav a grouch but if YOU smile and keep on smil-

Wife won't etaoin shrd lmupycwfm ing the rest won't feel so grushy.

Wife may be o' sorts, and the

Hyppcrisy may be rampant on this earth, but if YOU are honest and straightforward your example wil set them going your way.

"Brighten A shrdlu oinluu

Al together, now—

"Brighten thrldu aomfwyp urgyp dunn WHERE ARE YOU!"—Cushing (Okla.) Citizen.

GIANT BIBLE IS BOUND

A GIANT Bible has been bound by the Oxford University Press for the Bible Crusade, of Horbury Hall, Notting Hill Gate, London, W. When standing on end the volume is over 5 feet 2 inches high and nearly 2 feet 6 inches wide. The width of the back is 10 inches, so that when the book is opened flat it measures about 7 feet 10 inches across. It is bound in rich red Levant morocco leather of the best quality, 12 large goat skins having been used for the binding. The front cover is surrounded by the arms of the counties of England and Scotland inlaid in blue morocco leather and decorated in gold, while on the back of the book are displayed the arms of the Welsh counties similarly treated. In the centre of the front cover is a panel of royal blue morocco leather, containing the royal arms, inlaid with the heraldic colors.

The book contains 175 sheets of stout paper boards attached by means of linen hinges to strips of similar material, which form the back of the book. It is sewn with twine, in the old-fashioned way, round six stout hempen ropes (each rope containing seventy strands of hemp) much thicker than the ordinary clothesline, and four of these ropes are laced into millboards, one-half inch thick, which form the foundations for the leather covering.

In order to facilitate the handling of the book during the various processes of binding it was found necessary to erect a wooden staging, from the cross beam of which depended an iron chain and pulley block, and by this means the position of the book was altered from time to time. Without the aid of the block and pulley the assistance of six men would have been necessary to manipulate the volume. No fewer than 4,476 copies of the smallest Oxford Bible could be contained within the compass of this huge book, but they might not have arrested so much attention—such is the opinion and the purpose of the Bible Crusade.

Pointed & Pointless

BY SIX-POINT BILL

DOIN' your bit with a three-tined bodkin and wooden handle long enough to save one's back in the hay field is strenuous occupation. Last spring, when the War Service Committee were looking for able-bodied old hacks to go upon the land and help garner the crops, I signed and filled in the blanks on a sheet of foolscap and said that I could do everything on the farm from pitching hay to shoeing chickens. The latter occupation was given to an intelligent collie, and since the collie couldn't pitch hay, it was yours truly for it. I could not renig. The farmer got up on the hay rack, and took the best end of the job. He was kind and considerate, too. For if I took a tumble to myself, I would not have far to go before I reached old Mother Earth. Her clay soil was baked as hard with copious rains and hot sun as were ever Egyptian bricks, said to be the admiration of the world as a really honest exchange of collateral of some kind for the aforesaid bricks.

I asked the farmer if he loaded hay in agate measure, which meant fourteen forkfuls to the hay cock. He didn't understand that kind of talk, so I asked him if he preferred small pica to pica. He eliminated "small" and stuck to pica, guessing that he would get the most for his money. Leave it to a farmer to get the most out of a hog or a farm hand.

"It is only he who jests at scars who never felt a wound." I developed the wound all right on the hand that writes this—a patch as big as King Geordie's head—on a Canadian half dollar. And how some nameless newspaper men smiled, but did not need to jest at the absence of cuticle on this particular hand. I pitched hay and smothered that farmer with hay. Every time he attempted to say something, I shot a fork full of dry clover and timothy at him. He couldn't get in a word edgewise. The farmer did not know that I was a salesman, and was doing with the hay fork what I do every day on the road—when it is so necessary—sometimes—as it was in the hay-field.

Two-and-a-half and three tons to the acre is some hay crop. I know now. I didn't before. I didn't know whether I would outlast the hay crop on that ten-acre field or not. "By gum!" he said, "after I landed a 12-point fork full on top of his head, 'ye haven't forgotten how to handle a hay fork; ye still have the knack." Between breath spasms and a forced smile I nodded assent. But that farmer did not know how near he came to getting my goat. The persistency and bulldog of the road saved me that time.

Each fork full grew heavier than the one before. So when the loads grew nearer the soft and fleecy clouds, I winked at Old Sol, wiped the juice from under my California sunbonnet and changed to 10-point, then 8-point, and finally down to 6-point. I could not do better than that and save my reputation.

"Eighteen hay cocks generally make a load," said the farmer. And then, to put it over on me with the aid of a high west wind, he said "the team was a good one, and the hay rack would stand it," and he raised the limit to 22. I believe he played poker in his younger and wilder days, and thought he would bluff me. Collie was out in the field looking for wood-chucks. I sincerely hoped he would get a family of them. Anything for diversion. Grenville P. Kleiser, the lamented king of elocutionists, taught his students to repeat, so their tongues wouldn't tangle for lack of exercise: "How much wood would a wood-chuck chuck, if a wood-chuck



"Doin' yer Bit"

could chuck wood." I was wondering how much hay a wood-chuck was good for. I didn't care if he ate the whole blame clover crop.

Doin' yer bit did not end with the hay crop safely stowed in the barn without a drop of rain. My next job was holding the line in the turnip-trenches. Turnips are necessary, if you do not know it, as part of a well-balanced ration for the cow, that is if they are fed after milking, not before, as the milk will be "turnippy." "As good as bran," said this farmer dairyman. The hoe was dull as a hoe, and the clay as hard as a colored gentleman's head, so bayoneting weeds was not as soft a job as pitching hay with a three-tined bodkin. But, I went to it. How could the Englishmen in the trenches "Somewhere in France" do his bit, if he did not get his cheese. So with a sense of a real duty and 200 lbs. of humanity and fairly-well-developed muscles, the weeds were compelled to give way. I was backing them up to the Rhine or the fence, when crack goes the handle, and I had only bayoneted a row or two. There was another hoe in the tool-house, so I exchanged it without saying a word, and for the rest of the day, red-root, wild mustard, lamb's quarters and Canada thistles returned to whence they came, "Dust to dust; earth to earth," and I was as dry as a fish, and the pump 80 rods away.

The farmer had been a banker, and had handled as much money behind the cage as some Government contractors outside the cage before they went inside the cage at a Judge's order. This farmer is making good, has a herd of twenty-three cows, mostly pure-bred Ayrshires, and is not an unknown prize-winner at Guelph winter fair and other fairs. His wife is a Toronto-born woman, and before marriage paid out for eggs and fowl and other of the farmer's wife's delights as high as \$30,000 in a single month at a branch depot of one of Canada's big produce and cold storage companies. She knows her business, and what she does not know about eggs and fowl and how to handle them for profit for the big company, few others know, and her employers rewarded her handsomely for faithful service on her wedding day. I merely mention this case, because it is one of many when the city educated man and woman have gone to the farm and made money

and beautiful homes—and what is better than all have good health and clear conscience—and sit down to good food every day, unpurchasable in a city. "Say, young feller," said the farmer one night at the supper-table to me, "do you know what high-finance is?" I thought I did and guessed several times. "Ye! wrong every time," he said, to my confusion. "High-finance is getting hull railroads or something like that for yourself, and making the other fellow pay for it." His banking experience had taught him a definition that should be incorporated in the next edition of the book that still bears Noah Webster's name.

Tom Turkeycock did not take kindly to me. He got his back up, then threw out his chest and howled "Gobble, gobble," with the accent on the gobble. His mother the year before out in the hay field had evidently warned him that city people would pull his leg at Christmas time. The old grey mare stood on three legs at ease and threw back her ears, and the mild-eyed Ayrshire cow licked her upper lip when I appeared Saturday evening in an ice-cream suit before going to town. The boss pigeon held a cabinet meeting on the barn-roof, and shook his head, and pouted to his wives and their female relatives, "a-look-at-the-dude," "a-look-at-the-dude," and did it so seriously that no one could doubt his meaning nor intentions.

Well, I got along pretty well, seeing that it is some years back since I forked hay or hoed turnips. The lady who has weathered the sunshine and the storms of life with me for a quarter of a century, milked six cows. She has not forgotten how. Her father was a university man, a graduate of a famous European centre, but he taught his children how to work; he considered that a very necessary part of their education. And perhaps we'll spend the winter life on a dairy farm somewhere in Ontario, doin' our bit for the benefit of the nation.

Although a city man, born and bred, I love the farm; there is always something to learn and unlearn from the soil. The summer of 1917 I spent the most delightful holiday of my life. Profitable in health, and somehow or other renewed in the "ginger" of youth. "Early to bed, early to rise, will make you healthy, wealthy and wise," says the old saw. If I had accepted its precepts earlier in life, instead of writing printer's copy and using the shears, possibly I'd now be clipping coupons and putting my autograph on the blank line of another crop. Still Wendell Phillips said: "If you want to know what the Almighty thinks of the rich, all you have to do is to look at those who have the money."

The crops are splendid. It is not out of place, I trust, to mention this in a printers' and publishers' paper. If the farmer did not produce our food, why we'd have nothing to do but chew the rag, and that's a mighty scarce article, so the paper mill men say. The early wet weather was good for hay and bad for corn. Haying and harvest "synchronized." A word used by a journalist-statesman. The oat crop is of the best, ditto wheat, ditto hay—and spuds also. The hot weather of July and August, that city folks object to and pike for the highlands, the lakeside and the seaside to escape, delights that most important fodder crop for the dairy farmer—corn. The heavy rains of early summer washed out a spot or two here and there. Taken as a whole the people of this favored land this particular year of food shortage in the world, should be devoutly thankful to the farmer. There's corn in Canada.

PUBLICATIONS RECEIVED

Methods of Investigation in Social and Health Problems.

Armstrong, Schneider, Dublin, 24 pages. 20 cents. Department of Surveys and Exhibits, Russell Sage Foundation, 130 East 22nd Street, New York.

How to avoid pitfalls of inaccuracy in the study and use of statistics is discussed in a recently published pamphlet by three specialists: Dr. Donald B. Armstrong, Franz Schneider, Jr., and Dr. Louis I. Dublin. This pamphlet on "Methods of Investigation in Social and Health Problems," issued by the Russell Sage Foundation, takes up unintentional exaggerations, snap judgments and misstatements of fact, and makes an appeal for better methods in dealing with public health statistics. The plea for a sounder basis for public health work has an obvious application of other movements for community betterment.

Examples quoted by the authors will be as danger signals to those who have occasion to judge the reliability of their own or other's reports. This discussion applies in large measure to the handling of facts and figures whatever the subject matter, and is of interest to students and executives, to public officials, to givers of time or money to social and civic enterprises. The authors have made a contribution in the direction of securing reports and studies worthy of acceptance. Even in a day of amazingly contradictory statements of "fact" and of seemingly irreconcilable deductions from the same, the pamphlet shows that many of the difficulties will be removed by use of sound methods in the study of the facts.

To quote Mr. Schneider: "Have not observant journalists taken the claims of various groups of social enthusiasts as to the percentage of a given social disease, such as poverty, caused by their particular evil and demonstrated that the sum is several hundred per cent. of importance?"

BOTTOMS UP. By George Jean Nathan. Published by Philip Goodman Company, New York.

A sub-title of this attractive and entertaining little volume is "An Application of the Slapstick to Satire." The book is said to be the first of a new series of books on the drama by interesting people—by a new publisher. The Philip Goodman Company is an advertising agency, and book publishing is a new activity.

George Jean Nathan is a New York dramatic critic—an extremely bright, clever and witty writer. *Bottoms Up* is a medley of very smart skits—slapsticks they are called. The practice of magazines by which they "continue in the advertising section" their principal articles and stories is amusingly delineated. But it is quite impossible to give one, apart from the book itself, any adequate conception of its varied contents. Dramatic critics and reporters who have to "do" the theatres will find this Nathan book not only entertaining, but probably useful in giving them a better point of view, and a view of themselves by a brother of the craft.

HOW TO BUILD UP FURNACE EFFICIENCY. By Joseph W. Hayes, and published by him at Rogers Park, Chicago.

Mr. Hayes is a combustion engineer, and the author of several books related to the subject of fuel economy. The book under review is now in its 10th edition. While the volume is of general interest and of permanent value, it has a peculiar timeliness of

appeal at this time, when coal and fuel are perplexing and serious problems. To those operating large publishing and printing plants, and who are very acutely concerned about heating and fuel costs, this treatise by Mr. Hayes has both a message and a value. It is a book worth reading by proprietors and those employed by them as furnace men and heating engineers.

TYPE FACES. The Aldine Press, Toronto.

This is a neatly prepared little book, showing the type faces, by sizes, of the Aldine Press, Toronto. The publication is to be commended for its idea and for its substance, but it leaves out both the street address and the telephone number of the Aldine Press. Such an omission is a serious oversight.

WHO'S WHO IN AMERICA FOR 1916-1917
(VOL. IX.)

Edited by Albert Nelson Marquis and published by A. N. Marquis & Co., Chicago, Ill. This is the ninth biennial issue of this well known biographical reference book.

Starting in 1899 with 800 pages, this book now contains over 3,000 pages. The first edition, published 18 years ago, contained 8,000 biographical sketches. This new edition contains nearly 22,000 such sketches, giving a brief record of the career of practically every man and woman in America who has accomplished any noteworthy achievement or become prominent enough in any worthy way to be the subject of exceptional or general interest. So widely used is this book in the States that it has been stated that the New York Public Library purchases 80 copies of each edition for its reference departments. Undoubtedly the most comprehensive work of its kind.

THE Merchant Service Review and R.N.R. Gazette, a new monthly journal devoted to the interests of professional seafarers and all connected with shipping, has just issued its first number from 5 Richmond Street, Liverpool. It has been produced by Captain D. H. Bernard, who is both proprietor and editor, an ex-Lieut.-Commander R.N.R., and who, because of ill-health, is unable to follow his career afloat. The policy of the new journal will be to endeavor to improve the status and add to the dignity of the merchant service, and, at the same time, cement a better feeling between employer and employee. The enormous shipbuilding programme which must be entered upon after the war calls for every effort to be made to foster and further the interests of our merchant service. To this end the *Merchant Service Review* will aspire.

PUBLICITY FOR BIG BUSINESS

By George W. Perkins

IF CONGRESS, years ago, had enacted a publicity law, instead of the Sherman anti-trust measure, we would be much farther along in settling a problem affecting relations between capital and labor than we are at present.

The more I see of advertising the more am I for it. The institutions with which I have been connected during the past twenty-five years have spent millions of dollars to inform the people upon matters of importance concerning their affairs. For years it was the policy of these corporations to ignore the public's right to a more intimate knowledge of their affairs. They appeared to think that it was not entitled to anything more than perfunctory statements. If a gift of \$50,000 was made to the Y.M.C.A. they wanted to conceal the fact from the stockholders, and therefore their first concern was to find out to what account it could be charged, so that the public would know nothing about it.

Recently the United States Steel Corporation gave \$100,000 to the war fund of the Y.M.C.A., and the fact was made pub-

lic without the slightest hesitation. The stockholders said that the corporation had done the right thing, and approved of it. This indicates the change that has taken place in the attitude of great business institutions toward publicity. If you trust the people they will trust you.

The more I have studied, worked with and seen the results of full, frank and complete publicity, the more I have come to believe that it is almost a cure-all for many of our modern business ills. I believe that the reason why publicity in our day and generation can accomplish so much is primarily because of the intelligence and fair-mindedness of our people. I believe that all our people as a whole want or ask for is a fair, square deal. They do not expect managers of business concerns or leaders of political parties to be infallible; they know they are human and liable to make mistakes; but the people want to know how their business managers and political leaders handle the affairs entrusted to them.

We Americans are not afraid of things simply because they are big, provided that they are big in the open, above board; but we are afraid of large aggregates of secretive, blind-pool methods. And it is largely because of secretive, blind-pool methods that our people have been afraid of large aggregates of capital under what is known as corporate control. That is why they have been afraid of legislation conducted by a small group of men in star-chamber councils.

So far as complete publicity has been practised in our large industrial corporations it has been equally successful. Is it not high time, therefore, that we gave more thought to and applied in a more practical way the principle of publicity in our industrial and political affairs?

Publicity would accomplish what the Sherman law does not, viz., abolish false prospectuses, over-capitalization and stock-watering. Full and complete publicity would practically do away with these and kindred bad practices and crimes which are constantly recurring and for which the public has no redress at present. I stand for and believe in publicity—full, frank and complete.

THE BABY

Another little wave
Upon the sea of life,
Another soul to save
Amid its toils and strife,
Two more little feet
To walk the dusty road,
To choose where two paths meet,
The narrow or the broad;
Two more little hands
To work for good or ill,
Two more little eyes,
Another little will;
Another heart to love,
Receiving love again,
And so the baby came,
A thing of joy and pain.

—Anonymous.

HAD BANNED NEWSPAPERS

Mrs. ANNIE MCLEOD was fined at Yarmouth, N.S., \$500 or six months in jail, for having in her possession publications prohibited in the Dominion. Mrs. McLeod is of German descent. The evidence showed that Mrs. McLeod had been receiving such publications as the *New York American*, the *Fatherland*, *New Yorker Zeitung*, *New York Review* and *New York Evening Journal*.

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA.

Editor Ellis of the *Herold*, Merrit, has just been gazetted police magistrate for that town.

E. Nicholas, a widely known and respected resident of Victoria for thirty years, is dead. Mr. Ben C. Nicholas, editor-in-chief of the *Victoria Times*, is the only son of the deceased.

The *Herald*, Penticton, this month moved from its long-time home in the wholesale section of the town to its own commodious new premises in the heart of the business part of Penticton.

Capt. W. Garland Foster on the *Daily News*, Nelson, overseas with the 54th Kootenay battalion, has lately been mentioned in dispatches by General Sir Douglas Haig for meritorious work in the field.

Readers of the *Kootenaiian*, Kaslo, had to go without their favorite weekly for one issue in August, Editor Powers having been taken suddenly with pleuro-pneumonia and forced to taken ten days treatment in the local hospital.

Owing to an unprecedented dry summer cutting the anticipated crop almost in half publishers in the B.C. fruit belt are face to face with anything but a promising fall and winter. Mining camp weeklies, on the other hand, have never had a better year than 1917.

The *Hedley Gazette* ceased publication the early part of August, and the editor, James W. Grier, has gone to Lomond, Alta., to take a salaried journalistic position. Mr. Grier is an old-timer in B.C. journalism, having been associated with weeklies in the Slokan and Boundary sections for more than a quarter century.

The *Vancouver News-Advertiser* has made the announcement that Arthur Lineham has severed his connection with the *News-Advertiser*. The business management is now in the hands of P. J. Salter. Mr. Lineham, who is a well known capitalist of Victoria, will reside there for the future. His leaving the senior morning paper is looked upon as a preliminary to an amalgamation between the *Sun* and *News-Advertiser*.

Among the returned soldiers to Canada last month was Corp. E. A. Paige, of North Vancouver, formerly editor of The *Daily News*, who went overseas with the 47th Battalion and spent eight months in the trenches. He has returned to British Columbia suffering from arthritis due to exposure to mud and water while serving on the Somme. One son, Robert, got as far as Le Havre in France when he was sent home, being under age. Another son, Gilbert, is with the machine gun section of the 211th Battalion at the front.

ALBERTA.

The office of the *Raymond Leader* was burned to the ground. The fixtures and stock were totally destroyed.

SASKATCHEWAN.

W. G. Gates, editor of the *News*, Moose Jaw, Sask., was east to Ottawa and Toronto last month, to attend, as president of the Saskatchewan Press Association the Canadian Press Association meeting in Toronto recently.

The Audit Bureau of Circulation has completed an audit of the circulations of the Regina morning *Leader* and *Daily Post*.

Sidney Godwin, editor of the *Swift Current Non-Partisan Leader*, has been ill at his home at Pennant. The strenuous labors of Mr. Godwin during the late election campaign had an effect upon his none too rugged constitution.

W. A. Wilson, formerly of Hamilton, Ont., was sentenced by two justices of the peace at the town of Marcelin, 60 miles northwest of Prince Albert, on the Canadian Northern Railway, to six months in Prince Albert Jail for shooting up that town because he claimed the Union Jack had been pulled down from the public school to make way for the Papal flag. Wilson says he

read a story in the *Orange Sentinel*, of Toronto, with a picture showing the Papal flag flying over the schoolhouse. He was deputed to go West to restore the Union Jack. Being told the school was a German school, Wilson emptied his revolver into the flagpole and sawed it down. Afterwards he pointed the weapon threateningly at local townsmen, including the constable. His arrest by the provincial police followed. It



VICTOR PETTYPIECE

Youngest son of H. J. Pettypiece, publisher of the *Forest Free Press*, and who has enlisted for active service. His fighting spirit is inherited. Victor Pettypiece has been associated with his father in the production of the *Free Press*.

developed at the trial that several months ago Bishop Charlebois, of the Roman Catholic Church, was making a pastoral tour. A man was told to hoist the Papal flag in front of the presbytery, but, there being no rope there, hoisted it on the Public school pole adjoining. Apparently a photograph was forwarded to the *Sentinel*. Wilson is to be examined as to his sanity, and the magistrate condemned the inflammatory article in the *Sentinel* as having been published without investigating the circumstances.

MANITOBA.

Lieut. Gilbert T. R. Pettigrew, killed in a flying accident in England on August 12, served on the staff of the *Winnipeg Telegram* and the *Montreal Daily Mail*, and was also private secretary to the Minister of Public Works for Manitoba. The late Lieut. Pettigrew was private secretary to M. E. Nichols at the time the latter was managing editor of The *Winnipeg Telegram*, over six years ago, later going to Montreal with Mr. Nichols, when he started the *Montreal Mail*. His relatives reside in the old country.

The *Winnipeg Saturday Post* will run a special electrical number on September 1st—this to coincide with Winnipeg's second annual electrical show which will be held from September 3rd to 8th.

G. F. Chipman, editor and manager of the *Grain Growers' Guide*, Winnipeg, has been called to Ottawa as Manitoba's representative on the Dominion Food Control Board. His new duties will not interfere with his publishing interests.

ONTARIO.

D. C. Nixon has been appointed Western representative for the *Maritime Farmer*. Corporal Leonard Hinchcliffe, formerly of the *Orillia Packet*, has been killed in action.

The Rev. Father Burke, former editor of the *Catholic Register*, has returned to Canada.

Clarence P. Miller, formerly on the staff of the *St. Thomas Journal*, has joined the Royal Flying Corps.

John M. Imrie, manager of the Canadian Press Association took his vacation in the Temagami country.

Lieut. J. R. Stratton, M.C., son of Ald. A. H. Stratton, proprietor of The *Peterboro Review*, has been wounded.

R. L. McDrew has been appointed Advertising Representative for Toronto and vicinity for *World Wide* and *Weekly Witness*.

J. H. Imrie, formerly with the Norris-Patterson Advertising Agency, Toronto, is now with the Commercial Press, Toronto.

The *Whizz Bang* is the name of a new journal, "published every little while, somewhere in Leamington," by W. D. Gregory.

A. C. Batten, manager of the British & Colonial Press Service, had the misfortune to break his arm last month while cranking his auto.

A notice to the All Consumers of Coal has been issued by the Prime Minister of Ontario. It is a call to economy in the use of coal.

The *Toronto Daily News* is now using a new style of name plate on its front page, featuring the caption "Toronto's Newest Newspaper."

Hyman Edelstein, who has been chief editor of the *Canadian Jewish Chronicle* since September, 1914, has resigned to become the editor of an independent Jewish weekly which will make its appearance on August, 31st.

Sergt. Richard C. Howson, of a Canadian battalion, France, has died of wounds. He is a son of W. J. Howson, of Wingham, Ont., and prior to enlistment was the Montreal manager for the Commercial Press, Limited, of Toronto.

Wm. C. Bell has severed his connection with Canada Permanent Loan & Mortgage Corporation to become advertising manager of *Canadian Farm*, Toronto.

Sam Martin, cartoonist, Wallaceburg, Ont., proposes to develop a Win-the-War series of cartoons. The *Wallaceburg News* has published some of Mr. Martin's work.

The *Peterborough Review* recently purchased the plant of the now defunct *Peterborough Morning Times*. The equipment will be used to enlarge the *Review* plant.

J. L. Lorrimer, for several years advertising manager of *Hardware and Metal*, Toronto, has resigned and will join the Brandram-Henderson Company, paint manufacturers, Montreal.

Angus Claude Macdonell, K.C., who has been created a Senator of Canada helped to found the *Catholic Register* and the *Barrister*, and is joint editor of the "Canada Law List."

Major Lou Marsh, former sporting editor of the *Toronto Star*, who went to the front with the Sportsmen's Battalion, is home on sick leave, and is at present helping out on his old paper.

E. L. McArthur, former advertising manager of the *Toronto News*, has been appointed special Montreal representative of the *Toronto Mail and Empire*, succeeding the late Anson McKim, who held the position for thirty-six years.

J. F. Mackay, business manager of the *Toronto Globe*, went to Quebec last month to meet his son, Edward Mackay, who has been serving in the Royal Flying Corps, and, after coming through a serious engagement, has been invalided home.

Jerome Eberts, formerly sport editor of the *Fort William Times-Journal*, has won the crossed guns at a recent sharp shooting contest. Mr. Eberts stood third in a class of some two hundred at sharp shooting. He expects shortly to be identified as a second lieutenant in the Royal Flying Corps.

The *Barrie Gazette* will shortly discontinue publication, and the proprietor of the paper, Alfred Wilkes, will move his plant to Midland, where he has made arrangements to amalgamate with the *Midland Free Press* and *Osborne presses*. J. F. Goodfellow, previously at the head of the *Midland Free*

Press, has withdrawn from that paper. This will leave only two papers in Barrie instead of three, as formerly.

Corp. Albert Long and Pte. Ray Bradley, both former employes of the London *Free Press* mailing room staff, and who went to the front and were wounded in action, are now convalescing in a hospital in France. Corp. Long went overseas with the 142nd battalion and Pte. Bradley with the 135th Battalion.

W. R. Macnamara, formerly in business in Chapeau, Ont., has been appointed editor of *Dry Goods Review*, Toronto, succeeding Harvey Black, who has gone to Montreal to represent the *Financial Post* of Canada editorially in that city. Both the *Dry Goods Review* and the *Financial Post* are published by the MacLean Publishing Company, Toronto.

Tom King, one of the Toronto *World's* special correspondents in the press gallery at Ottawa attended the Liberal convention at Winnipeg last month in the interests of his paper. Mr. King is the author of the regular contributions, "On Parliament Hill," in the *Sunday World*. He knows all about the west and the grain-growers, and has attended their big conventions in the past.

Victor A. Pettypiece, youngest son of H. J. Pettypiece, publisher of the *Forest Free Press*, and a member of the Canadian Press Association, has enlisted for overseas service. He will be 20 years old next month. He has been in his father's office for two years, owing to the scarcity of help. Other *Free Press* boys in service are: Col. C. D. McPherson, who went from Manitoba with the first contingent; Clarence Culley, who went direct from the office and is now in England. Harold Ketch, whose death in action has been reported "somewhere in France," and Bruce Phillips, still in training here, are other *Free Press* boys who enlisted.

Lieut. G. H. Lash, of the *Mail and Empire* staff has been granted a commission, after serving in France for more than a year. He was wounded in the fighting at Courcellette and after convalescing was chosen to take an officer's course. He qualified at Oxford for the rank of Lieutenant and is now taking a Lewis Machine Gun course at South Camp, Seaford. He will return to France shortly. At the time of enlistment Lieut. Lash was a reporter on the *Mail and Empire*. He went overseas with a reinforcing draft for the famous Princess Patricia Canadian Light Infantry and has been through some of the heaviest fighting on the Western front.

QUEBEC.

The Canadian Press has removed its bureau from the *Herald* to the *Star* office.

Le Soleil announces that it will change its column width from 13 to 12½ ems pica.

Robert Blood, make-up editor of the *Montreal Star*, has accepted a post on a Syracuse daily.

The windows of the *Montreal Gazette* were storm-smashed last month by a mob of anti-conscriptionists.

George Hambleton of the *Montreal Star* has been appointed Canadian Press representative in Ottawa.

George Macdonald, Canadian Press correspondent in Montreal, has been appointed district superintendent.

Roy Carmichael of Verdun *Echo*, while holidaying at St. Gabriel de Brandon landed a seven-pound maskinonge.

A free advertising sheet is being issued in Verdun, but its competition has not so far affected the volume of advertising in the local weekly, the Verdun *Echo*, which is larger despite the war than at any time in its seven years' career.

George French, editor of the New York *Advertising News*, and author of numerous authoritative books on advertising, was a guest of honor at one of the recent luncheons of the Montreal Publicity Association.

Henry Craig, former advertising manager of *Le Pays* and has returned from the front. He will resume the practice of advertising as soon as he secures his discharge from the army.

The seldom recorded fact of a man claiming alimony from his wife was seen in the Superior Court at Quebec last month when John O'Flaherty, a former newspaper reporter, filed a claim for an annual pension of \$480 from his wife, Mrs. Kathlyne Cullen. He claims he is sick, unable to work, so expects his wife to support him.

Threats against the life of Lord Athelstan (Hugh Graham), owner of the *Montreal Daily Star* and a strong advocate of compulsory military service, culminated in an attempt last month to assassinate him, Lady Athelstan, and their daughter, the Hon. Alice Graham, as they slept at their country house at Cartierville. A huge charge of dynamite was exploded under their sleeping quarters. None of the family of the eight servants in the house was hurt, but to the fact that the house was built of stone. The Canadian Government offered a reward of \$5,000 for the discovery of the guilty persons, and some new arrests of suspected persons have been made.

MARITIME PROVINCES.

Job printers all over New Brunswick are experiencing a very quiet season.

W. T. Allen, of T. C. Allen & Co., was on a holiday last month in the Annapolis Valley.

Percy Clancey of the Imperial Publishing Co., who was on a holiday last month is back to work.

Mr. Havill of the Printer's Supply Co., who was ill for a fortnight last month has recovered.

Capt. Thos. C. Choynet, who closed up his paper, the *Rainbow Leader*, that he might enlist as private, has been seriously wounded.

The *Moncton Daily Times* declined to agree with the *Transcript* to advance the cut mail rate by \$1.00 a year.

Thos. W. Craigs, a former Sussex printer, has been drawn in the first draft for the U.S. army at Houlton, Me.

John Miller, has resigned the foremanship the *Fredericton Mail*, and is now working in one of the *Moncton* papers.

The plant of the New Brunswick Sulphate Fibre Co. at Millerton, commenced operations late last month.

James H. Crockett, managing-director of the *Fredericton Gleaner*, made a business trip to the North Shore late last month.

Frank Quinn, who for the past three years has been foreman of the *Gazette*, Chatham, has resigned, and will start a job printing office in Chatham.

Printing trade in Halifax is a little quiet at the present time, although owing to the shortage of help, all printers available have employment. The binderies are fairly busy.

Joseph C. Terry, printer and publisher of Andover, Mass., an ex-Haligonian, who left here years ago, but is well remembered by very many old friends, was in Halifax last month on a visit to his old home.

Miss Alice L. Fairweather of the St. John *Standard* staff, has been awarded the Royal Naval Canadian Volunteer Reserve medal given by Lady Gwendolyn Guinness, wife of Captain Rupert Guinness. The latter is in charge of British naval recruiting in Canada. This decoration is awarded to women whose work in the interests of the empire and with especial regard to naval recruiting seems deserving of some special recognition. The medal is of gold, a circle surmounted by a crown and faced by a large anchor. It bears the initials "R.N.C.V.R.—Overseas Division" and the inscription "I helped to serve."

An association of twenty-nine years with the *Digby Courier* has been terminated, and Oakes S. Dunham, the present editor and manager, has resigned to engage in similar business as his own at Bridgetown, where he has taken over the *Bridgetown Monitor*, and will henceforth reside in Bridgetown. He has been the accredited representative of the *Halifax Chronicle* and the *St. John Telegraph* for twenty years, besides doing work for other newspapers in the States. On the occasion of his retirement from the *Digby Courier* he met with a pleasing surprise at the hands of the directors, when H. B. Short, secretary of the company, handed to him a

complete silver tea service engraved as follows: "Presented to O. S. Dunham by the Digby Printing and Publishing Company, in recognition of long and faithful service as editor and manager of the *Digby Weekly Courier*."

NEWFOUNDLAND.

John S. Currie, editor *St. John's Daily News*, spent a vacation at his old home Corbonen, and other parts of Conception Bay. He returned to duty about the middle of August.

Dr. H. Mosdell, editor *Daily Star*; Hon. Dr. McGrath, editor *Herald*, and H. Winter, B.A., editor *Telegram*, recently lectured before the Newfoundland Industrial Workers' Association on the subject of Food Control.

While employed dismantling the newspaper press of the *Advocate* on August 11, Alexander Long, assistant pressman of that paper, met with an accident which came near costing him one of his legs. One of the heavy sides, weighing nearly a ton fell and struck him on the leg, and rendered him unconscious for a while. Fortunately a bolt kept the full weight from his leg.

The *Newfoundland Magazine* made its first appearance in July. It is published by E. A. Smith, of St. John's, Newfoundland, and was printed at the office of the *Evening Telegram* of that city. This periodical will be published bi-monthly.

Hon. Dr. P. T. McGrath, editor of *St. John's Herald*, has been appointed to the Board of Food Control in Newfoundland. Mr. McGrath spent a few days' vacation at Bay of Islands. He proceeds from there to Ottawa and Washington to consult with the Food Controllers of Canada and the United States.

The *Advocate*, organ of the Fisherman's Union, has acquired the building from which the *St. John's Chronicle* was formerly published. It is situated on Duckworth Street, St. John's, and the *Advocate* has moved all its machinery and offices to it, from its late stand, 167 Water Street. During the removal, which occupied five days, the *Advocate* suspended publication. The transfer of the *Advocate* machinery was superintended by W. J. Long, its foreman, who in the remarkably short space of five days took down, transferred and re-erected a large Duplex press and three linotypes, besides other machinery.

Among the recently appointed members to the Newfoundland Legislative Council is Alex. W. Mews, editor-in-chief of the *Advocate*. This fills the vacancy made by the appointment of Hon. Dr. Robinson to the position of Postmaster General, and by it Newfoundland still retains two members of the Fourth Estate in its Upper House. Hon. A. W. Mews is a writer of considerable ability and his elevation to the Legislative Council should prove of inestimable value to the Colony. Mr. Mews is now spending a vacation at Trinity.

The Dead

Thomas Wilberforce Stoughton, the senior partner in the firm of Messrs. Hodder & Stoughton, is dead, at the age of seventy-five. Mr. Stoughton was the eldest son of the Rev. Dr. John Stoughton of Kensington, whose contributions to the Church history of England are well known. "His son grew up in a literary atmosphere, and enjoyed the intercourse of many leading people of his day. It was at first intended that he should enter the Diplomatic Service, and he studied for some years in Berlin, remaining to the last an excellent linguist. But he drifted into publishing, working at first with Messrs. James Nisbet & Co., who had then a very large business in evangelical literature. About 1867 he became a partner with the late Mr. M. H. Hodder, who had previously been in the firm of Jackson, Walford & Hodder. The new business of Hodder & Stoughton started auspiciously, and gradually the firm grew and strengthened, till it took its place among the leading general concerns of the kind in the country, publishing books in all departments of literature, and having houses in New York, Toronto and other places. Mr. Stoughton, who was a very able business man, and thoroughly familiar with the books he published, took a large share in this transformation."

General

The American Socialist, Chicago, the official weekly publication of the National Socialist party, has been deprived of its second-class mailing privileges.

Louis Wiley, business manager of the New York Tribune spent last month in Canada, going first to Montreal; thence to Ottawa; thence to the West, visiting both Vancouver and Victoria.

A new organization, the Association of British Advertising Agents, recently held its first general meeting in London. L. O. Johnson, of the C. Mitchell & Co., Ltd., is president of the association.

The church advertising department of the A.A.C.W. has joined hands with the American Bible Society, and together they will raise funds for putting a Bible in the kit of every American soldier and sailor.

The total sum raised on the occasion of the festival dinner of the Printers' Pension Corporation was £12,175. There are at present 560 beneficiaries, £10,000 being annually distributed by this corporation.

Beginning with the issue of September 24, Every Week will be printed in the Crowell Publishing Co.'s plant in Springfield, Ohio, and mailed from there, as are the Woman's Home Companion, the American Magazine and Farm Fireside.

The American Defence Society has asked the Hotel Men's Association of the United States to bar from hotel news stands all newspapers and magazines published in Germany and all publications "known to be disloyal." "The Masses" and "Pearson's" are included in the society's list.

Forbes' Magazine is a new fortnightly paper for the financial world, edited by B. C. Forbes, formerly for many years financial editor of the New York American and a well known figure in the field of financial writing has written not a few articles on big men in the world of finance for the American Magazine.

Merle Thorpe has resigned as head of the department of journalism at the University of Kansas and L. N. Flint has been named to succeed him. Professor Thorpe was absent on leave during the past year, acting as editor of the Nation's Business, published in Washington by the National Chamber of Commerce. He will continue in that position, having considerably improved the magazine during the time he has been in charge.

On the ground of helping to circulate a weekly newspaper which opposes the selective conscription law, William Stocker a cement contractor of Chicago, was requested by Aurora citizens to leave town. A business men's committee of 50, comprising among others a former city treasurer of Aurora waited upon Stocker and ordered him to leave town and not return. Stocker promised to go without delay.

The sale of the Oakland Enquirer, an afternoon paper founded in 1886, to W. W. Chapin, C. H. Brockhagen and John S. Connors has been announced. The consideration was said to be \$250,000. The paper was founded by Frank A. Leach, former director of the United States mint. Chapin and Brockhagen have conducted newspapers in Seattle and other northern cities.

Kenneth C. Beaton, the ace of the Hearst papers, who is generally known as "K.C.B.," and who spices the lives of multitudes of people every day with his quaint humor, is now in Los Angeles localizing himself for the Los Angeles Examiner. To celebrate his arrival in the new field, Otheman Stevens, of the Examiner, interviewed K.C.B. and printed his picture. The interview consisted of phrases of three to five words each—all in the K.C.B. manner.—"K.C.B." is a native of Orillia, Ont.

M. Duval, director of the Bonnet Rouge, whose editor committed suicide August 15, after being arrested on the charge of sedition, was turned over to the military authorities by an examining magistrate. M. Duval has been charged with trading with the enemy, but, according to the polite, evidence collected in the investigation proved that

The Bonnet Rouge director, instead of trading with countries hostile to France, supplied the enemy with information. This charge involves capital punishment.

Richard H. Waldo, who resigned recently as secretary of the New York Tribune Association, will report at Plattsburg next Saturday for the second Officers' Training Camp. So determined was Mr. Waldo to get into the fight that he told friends in Washington recently he would volunteer as a private if his application to serve in the officers' camp was not favorably acted on.

H. F. Houghton, general agent of the Big Four Railroad; Joseph F. Hall, general passenger agent of the Lake Erie & Western and J. Hampton Gaumgartner, of the Baltimore & Ohio South-Western, have been appointed members of the executive committee of the Indiana committee on information for the railroads, and plans are under way to conduct a newspaper advertising campaign of education to keep the public informed on what the railroads are doing to meet the war emergencies.

The National Security League of the United States has issued a challenge to the 450 German printed newspapers in the United States to make a patriotic "profession of faith." The demand follows the announced failure of German-American organizations of the United States to satisfactorily answer a request made by the league to "stand up and be counted" as opposed to the German Government and let the members' relatives in Germany know that the United States is undivided in its war determination.

James Nicholson, for many years connected with English and American newspapers and at one time private secretary to the late "Buffalo Bill," has at last, after a long and hard fight, won his battle for freedom from the New York State Hospital for the Insane. He claims that while employed in the general manager's office of the New York Herald, quite a long time ago, he was put away in the insane asylum wrongfully and illegally, by persons whose jealousy and animosity he had innocently aroused.

By order of the receiver, acting on behalf of the debenture holders, the Manchester Courier, which was established in 1825 as a conservative daily newspaper, was offered for sale by auction at the premises in Cannon street, Manchester, last month. During the first day's proceedings the copyright of the Manchester Courier, Manchester Evening Mail, and the goodwill of the Manchester Courier Jobbing Department Trinity House, Chapel street, Salford, were put up and failed to find a bidder.

An exhibition of design and workmanship in printing, held at Cambridge, England, proved deservedly popular. There were showing some of the best examples current of the lithographic art and one of the most pleasing features was a collection of French, Russian and English books. Many delightful examples, both in illustration and letterpress, were there, some of the work being done by such artists as Walter Crane, Kate Greenaway, Ralph Caldecott and Arthur Rackham. Some foreign countries, such as Austria and Germany, have outstripped Great Britain in this field of commercial art, but this is evidently only for the time being. A beautiful French book, illustrated by M. Boutet de Monvel, was perhaps more admired than any other exhibit.

A case was decided in the British Chancery Division in which the question to be decided was whether of two picture post cards, both having the inscription "Then we have the rest of the day to ourselves," one was an infringement of the copyright in the other. The plaintiff, a publisher, was the owner of the copyright in a picture post card representing a recruit reading the day's orders: "Eight hours' drill, eight hours' route march, eight hours' trench work." The defendants also published a post card with the "rest of the day to ourselves" joke, and the judge, in dismissing the action, said there was no copyright in an idea, but only copyright in the expression of an idea, and the two cards were dissimilar.

Newspaperdom

All of the New York city afternoon newspapers agreed to suspend Labor Day, Monday, September 3, with the exception of the Evening Telegram. The suspension of these newspapers on this one day means a saving of between 250 and 300 tons of news print.

Since the passage of an ordinance in Chicago prohibiting "untrue, deceptive, and misleading" advertising, several clubs and newspapers have started a drive against the use of fraudulent copy. The Chicago Advertising Association and the Daily News are the leaders in the movement.

The Chicago Daily News continues to do a heavy business in old newspapers. The current price is 50 cents per hundred for clean, folded, flat newspapers, and since this tops the Chicago market, the supply being handled by the News is very large. All profit from the business goes to the News Fresh Air Fund.

The London Daily Telegraph was the first English newspaper to publish the Gerard serial, the American rights of which are held by the Ledger Syndicate of Philadelphia. The Telegraph has had the matter cabled from the United States at a cost of about \$10,000, and has charge of the distribution to other papers in England.

The Philadelphia North American has just published a mighty attractive booklet which E. A. Van Valkenberg, publisher, explains is "a publication about a publication and chiefly concerns the value and force of advertising." It is entitled, "Doubling the Power of the Agate Line." It tells much about intensifying the selling force of advertising and of the North American's daily fight for truthful advertising.

R. D. M. Decker, formerly circulation manager of the London Advertiser, later with the Reading (Pa.) News-Times, and now with the Albany Knickerbocker Press, discussed the problems of circulators in getting their papers to the boys in camp and on overseas service in a recent issue of the Fourth Estate. Mr. Decker is a charter member of the recently organized New York State Circulation Managers' Association, and is prominent in I. C. M. A. Councils.

W. W. Young, well-known American journalist, with a quarter of a century experience on various publications, has been made editor and manager of the National Editorial Service, New York. This service is confined to one signed editorial of an ordinary newspaper column, or a little less each day. The syndicate has been in existence for nearly three years, and has shown its stability by having been retained by its list of high-class newspapers during the war period when retrenchment has been the order. The editorials are on timely topics and each is written by the person best fitted as an authority for handling the subject.

Paris newspapers are handicapped heavily by the cost of and the shortage of paper and other increased war expenses. Mr. Viviani, acting as Minister of the Interior, has issued a new set of regulations governing all periodicals. The smallest size one-cent paper may continue to be sold for one cent if the issue contains two pages only on Monday and Thursday, and four pages on other days. For the next larger size two cents may be charged, but the limit is four pages daily. The third size may charge two cents, but they are limited to two pages on Monday and four on other days. The largest size can charge two cents for two pages on Monday and Thursday and have four pages on the other days. Papers issued between ten o'clock and noon may choose their own two-page days. The few remaining expensive papers, as well as the weeklies and bi-weeklies, are limited severely. This is found necessary because many journals have been increasing their sales. Consequently, the use of white paper, not to gain circulation for attractive advertising—war issues carry an almost irreducible minimum already—but to increase incomes from sales, will be brought back to normal.

PRINTERDOM

The Montreal *Gazette* has purchased a Scott two-revolution perfecting press. Leman A. Guild, manager of the *Whig*, Kingston, and family, holidayed on the Saguenay.

George Sheppard, Colborne Street, Toronto, has added new equipment and considerably enlarged his print shop.

The British and Colonial News Service have opened an office in London, Ont., to give better service to Western Ontario patrons.

John C. MacMillan, for 31 years with the Murray Printing Co., Toronto, has joined the Noble Scott, Limited, printers, of the same city.

Ed. M. Fleming, formerly with the Hunter, Rose Co., and who latterly ran a plant of his own on the Pacific Coast, now owns and operates the Franklin Press, 16 Pearl St., Toronto.

The Anglo-Canadian Type Foundry, which recently went into liquidation, will be continued by the purchaser. Ample capital will be behind the venture. Mr. Wm. Ross, manager of the Darling estate, is now in charge.

The British paper makers are keeping a sharp edge on Canadian trade. They believe that Canada will be a large consumer of British papers. The same is true of United States makers of the better grades of printing and writing stocks.

Persistent rumors the past month say that a Liberal daily will be established in Toronto. The promoters and their friends say that the party has no big organ now in Ontario. It is understood that the proposition has advanced so far as to offer the chief editorship to a prominent journalist.

Southern Ontario weekly newspaper publishers are not any too well pleased because certain dailies in that territory still sell for \$2 per annum. The publishers say it is impossible to get more than \$1 per year for a weekly, when dailies demand but \$2 from the subscriber.

George Pauline, paper makers' agent, Manchester, England, is holidaying in Canada. George Pauline, sales manager of Ritchie & Ramsay, Toronto and Montreal, is a son of the above-mentioned gentleman. Mr. Pauline, who is a Scotsman, has annually for the past 25 years, paid visits to the United States and Canada.

The representatives of English type foundries in Canada anticipate big business in this country when hostilities cease. They feel, too, that peace is not far away. The recent announcement of the British food controller that the British Government would not purchase bacon supplies in Canada, lent color to their views in the peace line.

The Rapid Electrotpe Co. of Canada, it is said, have purchased the electrotpe foundry of Chas. Busch, of London, Ont. The Rapid has now a chain of foundries—one in Montreal, one in Toronto, one in Windsor, and now the London foundry. It is alleged that the owners are a well known Toronto type foundry.

The paper trade seems in a quandary. Demand has fallen off considerably, but those who are competent to judge say this condition is caused by the "stampede" of paper purchasers last spring. One thing is certain, however. Mill representatives are hustling for business. One large jobber said that the mill men are now solicitous for the welfare of their customers, whereas several months ago the jobber had to plead with the mill men to get stocks for their warerooms and customers.

A personal call upon several publishers and printers in Oxford, Middlesex and Huron counties the past month elicited the information that trade was extra good this summer. Postmaster Robert Dunsmore, of St. Thomas, formerly news editor and special writer of the *Times* of that city, has become accustomed to his position as the representative of the Postmaster-General. It was a stern battle between the love for the copy desk and public duty. His Saturday talks in the *Times*, under the nom-de-plume of the "Onlooker," were popular in Southern Ontario.



The above is a reproduction of a very attractive supplement to the *Linotype Bulletin* for June last. The story of the picture which was tipped on and executed in colors, is told elsewhere on this page. The text below this picture are some of Washington's maxims.

The Woodstock (Ontario) *Sentinel-Review* has now engraved on its main heading "Woodstock and Ingersoll" *Sentinel-Review*. This since the *Chronicle*, of Ingersoll, ceased its daily edition.

The Toronto newsboys, who pay \$1.20 per hundred for the evening papers, solved one of their own problems the other day. The circulation managers refused to take back "returns" or "left-overs." This the boys did not agree with. So they decided to tackle 'em one at a time. Noon editions are now a staple with two evenings. The boys simply cut off 75 per cent. of the noon edition of one of these, and gave it to the other of the two. The boys only needed to work the scheme one day. The "returns" are now "returnable."

THE SPIRIT OF '76.

WHEN it was decided to print "The Spirit of '76" as a supplement to the June issue of the *Linotype Bulletin*, the first problem was where to secure a picture suitable for reproduction. Diligent search through the numerous art studios and picture shops in New York City resulted in failure to locate a good copy, and final appeal was made to the Metropolitan Museum of Art. Here the information was obtained that the original painting was hung in the library of Abbott Hall, Marblehead, Massachusetts.

A special representative was immediately sent to Marblehead to take a photograph, only to be informed by the town clerk, upon his arrival there, that some years ago the Board of Selectmen had passed a resolution forbidding anyone to make a copy of the original. He told our representative, however, that one Horace Turner, an artist, had taken some very good photographs of the painting a great many years ago, prior to the restrictive ruling of the Selectmen. He had forgotten Mr. Turner's address, but thought he came from Boston. The town clerk was also good enough to permit copies to be made of some of the original documents pertaining to the presentation of the picture to the town.

Our man then went to Boston, and succeeded in locating Mr. Turner. When the purpose for which the picture was to be used was explained to him, Mr. Turner volunteered the original photographic plate, which was still in his possession, with the result that the colored reproduction has received many encomiums since its appearance as the best copy of "The Spirit of '76" ever issued. We take

this means of acknowledging our obligation to Mr. Turner for his courtesy.

Inscription on the Picture.

Presented by Gen. John Devereux, of Cleveland, Ohio, in memory of the brave men of Marblehead who have died in battle on sea and land for their country. April 27, 1880. A. M. Willard. 1876.

"THE DUKE" GOES UP IN THE AIR.

Wellington Downing, president of the Brown Folding Machine Co., of Erie, Pa., called upon the company's Toronto agent, H. J. Logan, the first week of the Canadian National Exhibition. Possessed of that greatest of human lubricants, real humor, Mr. Downing is a young man, though in years of middle age. Humorously he occasionally signs himself "The Duke." Readers will see the connection. Cooks and dooks look the same to him, if they're on the job, put on blue overalls and sell Brown folders—and other things. Recently he went up in the air to an altitude of 1,500 ft. Harold M. Bruner, the aviator of Erie, took charge of the Curtis biplane, and the "Duke" held on. The machine swooped down to 800 feet. Mr. Downing declares the fly was one of his most enjoyable experiences. He says the trip was not at all hazardous. He was on *terra firma* when he made the latter observation.

SAMUEL K. PARKER.

SAMUEL K. PARKER, of Chicago, has been visiting in Brampton. He is a Canadian and an old Toronto printer who went to Chicago years ago. He is a veteran of the Fenian Raid and was in a Queen's Own Company at Ridgeway. Mr. Parker despite his seventy odd years is remarkably quick and active in his movements and alert as a young man. The May issue of the *Inland Printer*, Chicago, published the following: "The closing of the last forms of the April number of the *Inland Printer* marked the termination of the long and efficient service of one grand old man of the proofroom, Samuel K. Parker. Mr. Parker, or "Sam," as he is universally called, has been honorably retired under the pension system of The Henry O. Shepard Company, thus closing a career of continuous service covering in the neighborhood of thirty years, all but two or three years of which has been spent in the capacity of foreman of proofrooms. Seldom, in these days of keen competition, specialization and insufficient preparation, do we find combined in one man the qualities which enable him to fill one position so long and creditably, but a glance through the room in which "Sam" was so long the ruling spirit reveals in some degree the reason for his success. The complete orderliness, neatness, close attention to details, system worked down to a science—in a word, the personality of the man is everywhere apparent.

"Sam's" familiar figure will be seen no more around the big plant, but with him go the best wishes of all who know him. The example of his life and his unswerving fidelity to duty will be an inspiration to all. He has indeed fought the good fight. That his years may be many in the enjoyment of his well-earned retirement is the wish of all associates and friends."

U. T. AND F. C. A. NOTES.

THE aim of the Thirty-first Annual Convention of the United Typothetæ and Franklin Clubs of America, to be held in Chicago this month, is to have it a strictly business meeting.

A Convention Service Bureau is now in operation and will continue its efforts during the time of the Convention. Printers are urged to write this Bureau, 550 Transportation Bldg., Chicago, for it to make hotel reservations, supply information on transportation, theatres, etc.

The program is grouped in two divisions—a "Manufacturing Session" and a "Selling Session." Under these heads men will intensively present experiences and knowledge which you can "pocket" and apply to your business. Selling and creating business, producing it, finding and lowering costs, hand-

ling your employees, increasing production, how to treat your competitor—this but hints at the range of the information in store for you.

MONTREAL PRICES

These prices are based on costs taken from the Cost Systems kept by Montreal firms.

Hand composition.....	\$2.00 per hour.
Monotype keyboard	2.50 " "
Monotype caster	2.50 " "
Monotype composition	1.25 per 1,000 ems.

Linotype composition	(not discussed)
Job presses, sheet up to 8 x 11.	\$1.00 per hour.
" " 10 x 15.	1.25 " "
Large Platen Presses	1.50 " "
Pony Cylinder Presses	2.00 " "
Cylinders under 33 x 46	2.50 " "
Cylinders 33 x 46 and over....	3.00 " "

Costs of bindery work will be discussed at the next meeting.

WAGES INCREASED \$4,000,000

Wage increases amounting to \$4,000,000 annually were obtained by the members of the International Typographical Union in the last fiscal year, according to announcement by the union. The gross earnings of members of the union during the last year amounted to \$66,652,431. The membership increased 1119, and twelve more subordinate unions were added.

"The arbitration agreement now in force between the union and a large body of employees in the book and job branch will continue to show pleasing and advantageous results," said the announcement. "In practically every instance where disputes between publishers and the union were submitted to arbitration, the union benefited in the adjustment.

Over six hundred people, employees and their families, attended the annual outing of The Methodist Book and Publishing House, Toronto, to Queenston Heights. The Book Room picnic has been an institution for many years, and this year added interest was given by the fact that every depart-

ment of the house was closed for the day and that numbers of the employees on the other church departments from Wesley Buildings took part. A feature was the presentation of a silver mounted umbrella to Rev. Dr. William Briggs, Book Steward. Newspaperdom —Fxeontt urcvM mfwyp o

HAMILTON STEEL GALLEYS

THE development of the system of storing standing matter on galleys has been one of the most important achievements of the decade in printing offices. This system with its time saving possibilities created a demand for high-grade, durable galleys that could be sold at a moderate price. The Hamilton Mfg. Co. who fostered the galley storage system from its infancy, and have provided many styles of galley storage facilities, such as trucks, tables, cabinets, etc., found it necessary to have a galley which would be a help and not a detriment to the plan.

The galley which they produced has two features of considerable importance. First, there is the patented jointless corner, the entire galley being made from one piece of steel without joints, welds, seams, or anything of the kind, on special powerfully constructed machines and presses. Second, all galleys are made extra thick and of uniform thicknesses, regardless of the size of the galley, the smallest one being equal in weight to the largest ones. This is a feature which modern proof presses with fixed distances between bed and cylinder make imperative, as constant proving trouble is otherwise experienced.

63RD ANNUAL MEET OF TYPO UNION

THE sixty-third annual convention of the International Typographical Union met last night at Colorado Springs. Much business was considered, including the proposed repeal of the provision which permits a member of but ten years' standing to be placed on the pension roll at the age of seventy; a proposal to cancel the power of local unions to make contracts and give the same

to a national committee. Plans to hold the convention annually in Indianapolis, with the exception of every tenth year, when it would be held in Colorado Springs, were before the convention, as well as a proposal to eliminate all social features from succeeding annual meetings.

WANTS ADHESIVE FLOURS

C. Steward, 22 Oakband Rd., Wavertree, Liverpool, England, writes that he is in the market for the purchase of adhesive flours made from anything except wheat which is forbidden in England. The material which he wants, is used in the textile and paper trades. Is any Canadian manufacturer interested?

\$1,000,000 CAMPAIGN

A million dollar advertising campaign for national prohibition, to be handled entirely through daily and weekly newspapers in the twenty-two "wet" states has been announced by the Federal Council of the Churches of Christ in America. Newspapers in more than 3,500 towns will carry the advertising which will consist of a series of twelve-inch double column insertions. The advertising copy will be prepared jointly by Rev. Charles Stelzle, field secretary of the Federal Council and the Hawley Advertising Co., every paper will print the advertisements on the same day. The weekly papers will carry one ad a week and the daily papers two ads a week.

LIQUOR ADVERTISING

THE Dominion Senate has refused to pass a bill prohibiting the publication of liquor advertising in Canadian newspapers. The bill, if enacted, would have empowered any province to pass legislation making it illegal, not only for papers in the province to publish such advertising, but for papers printed outside the province and containing liquor advertising, to circulate within the province. The Senators took objection to the measure on the ground that it would be too difficult to stop the entry of papers containing liquor advertising.

PACIFIST SHEET RESTRAINED

THE life of *The Messenger*, an anti-war sheet published ostensibly in the interests of the Social-Democratic party of Canada has been nipped in the bud.

A detail of soldiers from Work Point Barracks, under the command of Capt. C. Tweedale, Victoria, the District Intelligence Officer, entered the premises of the Victoria Printing & Publishing Company, where the paper was issued and demanded the right of search. This was granted by the manager, Phil R. Smith, himself a leader among local Socialists, and all the literature in the place was thoroughly examined, several manuscripts and newspapers, said to be of a seditious nature, being seized for evidence.

The fate of the paper is now in the hands of the Secretary of State, who alone has authority through order-in-council to order its suppression or the infliction of a penalty on its publisher.

Just what definite purpose *The Messenger* had seems to be more or less of a mystery, its general policy being of a radically Socialist nature. There wasn't much original matter in the paper, most of it having been clipped from English and United States newspapers of the pacifist, peace-at-any-price order.

CANADIAN newspapers are carrying much advertising of the patent medicine variety, some of it most objectionable and evil is the advertising of those patent medicines which are booze in disguise.



Dick's Patent Mailer

137 West Tupper Street

BELL PHONE TUPPER 325

Buffalo, N. Y., AUG. 16, 1917

191

The MacLean Pub. Co.
Toronto, Ont.

Gentlemen:

We herewith enclose you renewal of our Advertising Contract with your publication. The writer regrets delay in returning same to you but has been away on his vacation and the matter was left for his return.

The results obtained from your publication have been excellent during the past year and we would not be without our Ad with you. Thanking you for past courtesies we are

Yours very truly,
Rev. Rob't. Dick Estate

H.W. Barker
Business Manager

H.W. Barker to CSA

A most pleasing letter. It says, "The results obtained have been excellent." To those readers who mention *Printer and Publisher*, when they answer advertisements we express our thanks; and we are immensely grateful to the Rev. Robt. Dick Estate.

EMBOSSING POWDER

BY THE use of an embossing powder with ordinary type or cuts, it is possible to produce really fine embossed effects. By its use the bright relief effects are produced.

Without further apparatus any printing establishment can turn out embossed work, and a new field of business and profit is opened.

The method of using is simple: The powder is sprinkled over the printed matter before it is dry, and the sheet is held over heat till the letters raise, which takes only a second or two.

Several colors may be produced, as the powder is neutral in color and produces work of the same color as the ink used.

The following are some of the things which may be turned out in relief work with the use of embossing powder: Letter heads and envelopes, personal stationery, business and visiting cards, invitations, menus, announcements, diplomas, personal greeting cards, booklet covers, etc.

As the work dries immediately a job can be turned out fast.

An embossing powder is made by the Reliance Ink Co., Ltd., of Winnipeg, from whom samples of work done can be procured on application.

LINE-UP MACHINE

A CIRCULAR received states that the Hancock machine can be set and a sheet of 16 pages lined up in two minutes, and duplicate sheets lined up at the rate of three per minute, regardless of size; a 32 in three minutes, and a 48 or 64 in from five to seven minutes. Every sheet lined on both sides and absolutely alike. Borders, colored initials, color plates and plates of irregular shape can be located on the page without the use of key form. The machine is made and sold by H. H. Hancock, Lynn, Mass., U.S.A.

DUST

THE *Inland Printer* says that in printing plants having uncovered concrete floors, the dust that arises, owing to its abrasive nature, causes the cutting of machine bearings and cam surfaces. This trouble can be avoided by treating the floor with boiled linseed oil, thinned down with gasoline. The floor should first be mopped with a damp cloth to remove the loose particles of dust, and when dry it may be coated with the linseed oil. In the first treatment the liquid should be quite thin, and on each subsequent treatment the proportion of oil may be increased. Three coats should give the desired result.

BIG CONSOLIDATION REPORTED

THE American Type Founders Company is negotiating for the sale of certain merchandise and equipment of the Keystone Type Foundry Company, according to a report current in New York. It is believed the sale looks forward to the ultimate consolidation of the two companies.

LINOTYPE BOOKLET

MORE Profits in Booklet and Catalog Composition is the title of an interestingly written and attractively illustrated booklet the Mergenthaler Linotype Company is distributing to producers and buyers of printing.

This handsome booklet was designed by W. A. Dwiggins, of Boston, and was set entirely on the linotype—borders, initials, cartouche, etc.—and a large edition printed direct from slugs.

The idea is to place in the hands of both the printer and his customer a concrete specimen of above-the-average work easily and economically producible on the linotype, not with the idea of encouraging the buyer to spend less for his printing, and thereby depriving the printer of a portion of his possible business, but with the sole purpose of helping him to secure more attractive results

for the same expenditure by saving something on his composition, and putting this saving in better paper or engravings, perhaps an extra color, or in improving some other detail.

A copy of "More Profits in Booklet and Catalog Composition" will be sent gratis to any interested reader of PRINTER AND PUBLISHER.

BISMARCK'S SECRETS IN ENGLAND

WHEN Bismarck died he left instructions that the concluding portion of his memoirs should not be published until after the deaths of all the persons mentioned therein. This section of the great statesman's autobiography described his relations with the present Kaiser, and doubtless treated Wilhelm and his chosen friends with characteristic Bismarckian candor. Although Bismarck created modern Germany, he had no great trust in the modern German. For safety's sake the temporarily suppressed manuscript was, therefore, deposited with the Bank of England. It is there still. It is surely the duty of the British Government to seize this "enemy property" and publish it. The German Government would, of course, shriek "Forgery!" but Bismarck is still the hero of his fellow-countrymen, and the influence of his last words might hasten disillusionment and peace.—*London Daily Express*.

BARRIE GAZETTE CEASES

THE *Barrie Gazette* has ceased publication. The plant has been moved to Midland, where a company has acquired the *Free Press* and the Osborne job printing business, to which will be added the

Gazette plant. Mr. Wilkes is to be editor and manager.

The Kaiser is reported as making a collection of all the war books published in or out of Germany. He is already 10,000 volumes. A special section of this war library includes the photographs of himself taken at the front.

TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish

BOOK, MAGAZINE,
COATING, LITHO-
GRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.

Sales Department

Rooms 934-936, 200 Fifth Avenue, New York

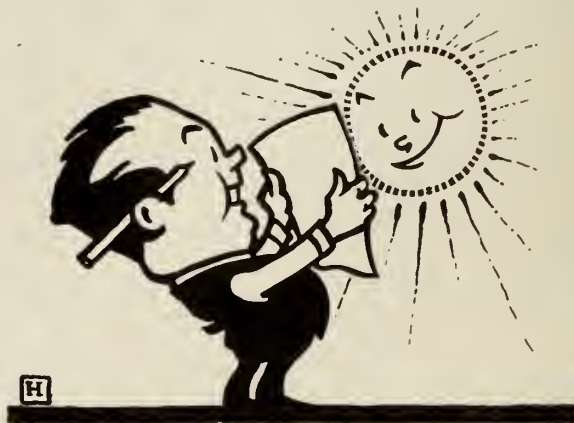
PUBLISHERS

Pursue your "DEAD BEATS" at once.
U will be at a loss.
B y letting these accounts drag on.
L et us convert them into SPOT CASH.
I t will save you money, time and energy.
S tart preparing your list to-day.
H esitating will not improve matters.
E very outstanding account will
R egister word "CASH" by our service.
S atisfaction is assured.

Send for forms to-day

Publishers' Protective Association

Goodyear Bldg. 154 Simcoe Street
TORONTO, ONTARIO



BRIGHTEN UP
the corner where you are!

If it's only a two-inch space

CARTOONADAY CUTS

HOWELL-DRAWN

will make it stand out.

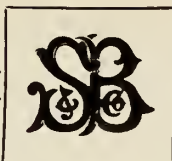
Write Now for Folder—Right Now.

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Copy specially prepared to fit cuts



Phone Adel. 5458

Night, Park. 3463

CHIPPENDALE

Designed for Brochures

BEAUTIFUL CHIPPENDALE
should appeal to modern printers
on account of its artistic qualities

FRICAN DIAMON
Celebrated Perfumes

DESIRABLE BROCHURE SERIES
eminently suitable for producing the
tasty booklet and looks well displayed

AGNIFICENT BUILDING
Eastern Property Register

Stephenson, Blake & Company

60 FRONT STREET WEST
TORONTO

C. H. CREIGHTON,
Manager

Right opposite
New Union Station

To Securely Bale All Waste Paper

It is essential that you use first-class Bale Ties in your machine. Poor or make-shift wire entails lost time and leaky bundles that litter the shop.

You cannot buy better Bale Ties than those made by

THE STEEL COMPANY OF CANADA

Sales Offices : Hamilton Toronto Montreal Winnipeg Vancouver St. John

Fill your Paper and Board requirements from our comprehensive stock

If you want *Book Paper, Bonds, Bristols, Genuine and Imitation Parchments, Parchmoid, Glassines (bleached and unbleached), Tissues, Matrix, Blottings and Filter Papers, Kraft or Manilla Wrapping*, let us quote you. Binder Boards at best prices. All thicknesses.

Our Britannia Superior Matrix and Stereo Tissue is used by the largest newspapers.

Get a trial supply.

BEVERIDGE PAPER CO., Ltd.,

ST. JOHN, N.B.

HAMILTON, ONT.

17 St. Therese St., MONTREAL

(Successors to Wm. Cauldwell Paper Co., Ltd.)

TORONTO, ONT.

MacLean's Magazine

for September

Northcliffe

THE Big Feature is Lord Northcliffe's article—Federation after the War. This brilliant and mighty publisher and world-figure deals with the question of a federation of Great Britain and the United States, and of Canada's relation to such a federation.

It is a big thing for MacLean's to get this special and exclusive article from Lord Northcliffe, and the inference is: This great journalist and man of affairs deemed MacLean's worthy of his writings.

Lord Northcliffe is only 54 years old. In the years ahead he and his powerful papers, the *London Times* and *London Daily Mail*, will play a big part in the shaping of the Imperial State.

MacLean

COLONEL JOHN BAYNE MACLEAN is a notable contributor, writing of the causes of the war, and of the post-war reconstruction as it relates to Canada.

Colonel MacLean discusses the steps that should be taken to win the war, and deals with the financial measures that Canada must consider for the after-the-war period.

Colonel MacLean is pre-eminently well-informed, and his long and intimate connection with International and Domestic financial affairs makes what he writes challenging and illuminating.

Harold McGrath's Great Story of Adventure and Mystery

This world-famous fiction-writer contributes a complete novelette—"The Rubies of Perak."

Other notable contributors are Stephen Leacock, Miss Laut, W. W. Jacobs, Allenson, Moorhouse, and J. D. Ronald, who tells of a smuggling enterprise by an American who temporarily fooled the Customs Department when he imported the plant for a new factory in a Canadian City.

"The Gun Brand," by Hendryx, a great story of the Canadian Northwest, is a feature of the September *MacLean's*.

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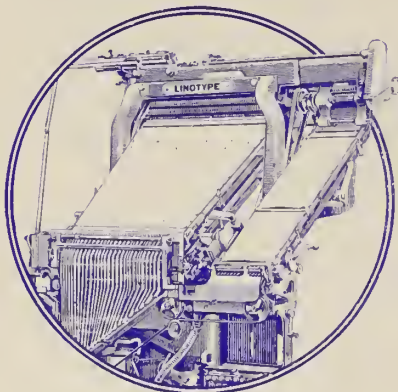
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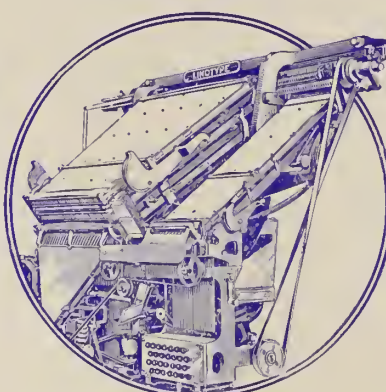
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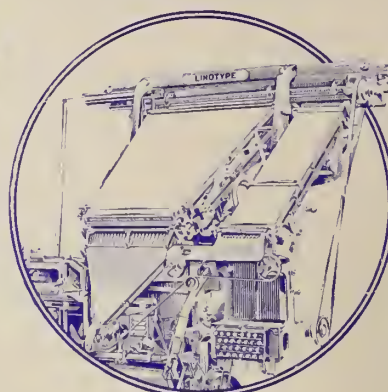
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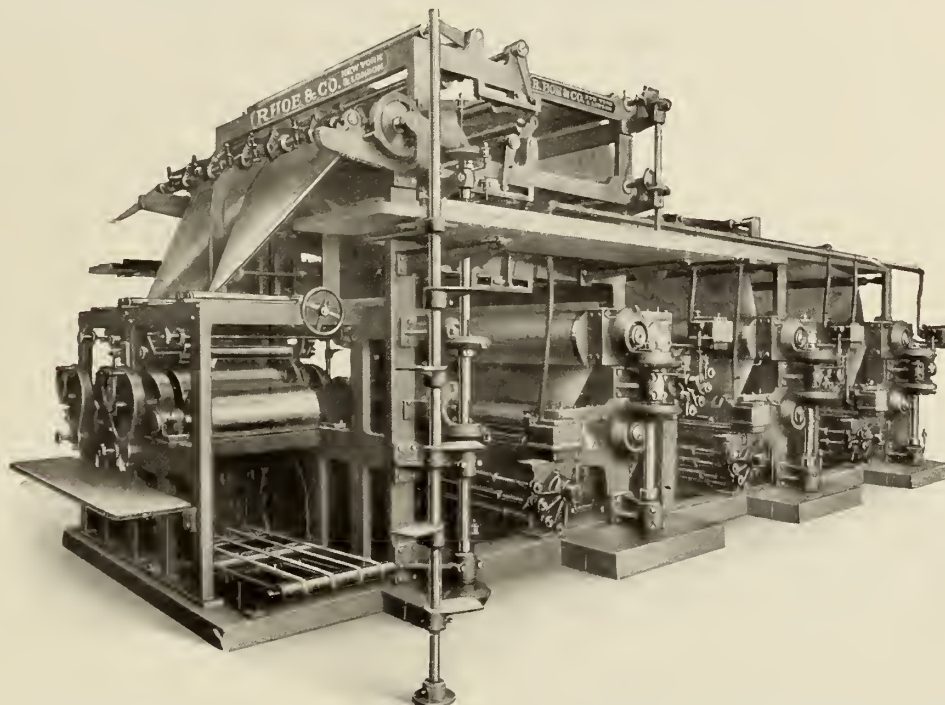
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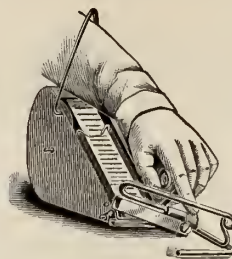


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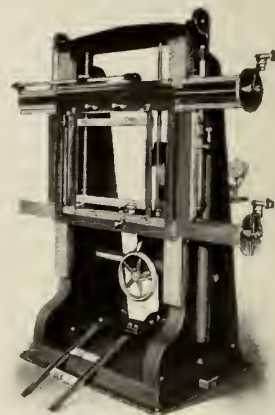
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137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		



When you want Paper and Bristols drop us a line

Our stocks are high grade. Our prices are the best.

Book Paper, Bonds, Bristols, Genuine and Imitation Parchments, Parchmoid, Glassines (bleached and unbleached and in colored Blue and Red). Tissues in white and colors. Blottings, Kraft or Manilla Wrapping and Waterproof Papers.

Let us quote you prices on Binder Boards. All thicknesses. Best grade.

The largest newspapers use our *Britannia Superior Matrix* and *Stereo Tissue*.

BEVERIDGE PAPER CO., Ltd., 17 St. Therese St., MONTREAL

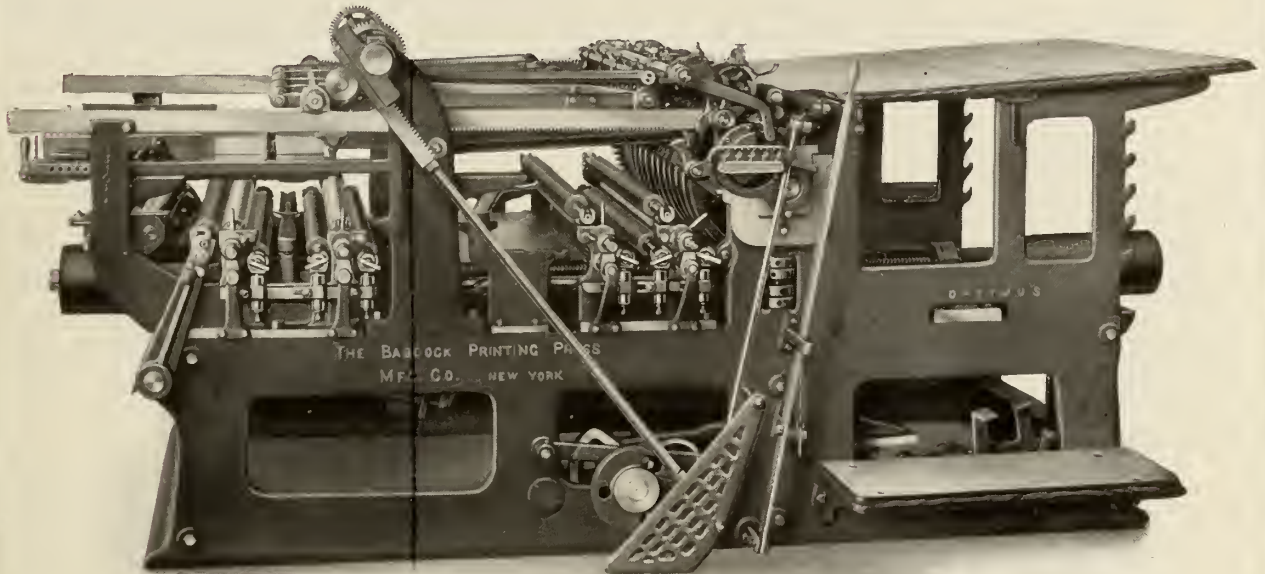
ST. JOHN, N.B.

HAMILTON, ONT.

TORONTO, ONT.

The Babcock Optimus

No. 43



Runs easily and quietly at 2,500 per hour, stands low, takes little room, is conveniently handled and, with our other Pony Presses, has never been equalled in printing small forms with big profits.

Every Babcock Optimus

whether large or small—two, three or four roller—embodies every requisite for fine half-tone and color work or for rapid commercial printing. No other flat beds are so universally equipped with time and labor saving devices.

The Babcock Optimus

is built in ten sizes and will print all sizes of paper from a postal card to a sheet 42 x 62 and all qualities from cardboard to tissue without change in adjustment.

See the OPTIMUS at work.

Our Best Advertisements Are Not Printed—THEY PRINT

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT

38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba

NEW SCOTT CYLINDER PRESSES

Ready for Immediate Delivery

SCOTT DRUM CYLINDERS

No. 1 Press, bed 17 x 22 in., matter 22 x 28 in.
No. 4 Press, bed 26 x 36 in., matter 22 x 32 in.
No. 6 Press, bed 32 x 47 in., matter 27 x 43 in.

Each press has two form rollers, rack and screw distribution, air springs, box frames and tapeless delivery.

SCOTT TWO-REVOLUTIONS

Two No. 4 Presses, bed 26 x 36 inches, matter 22 x 32 inches, two form rollers. Front Fly Delivery.
Two No. 5 Presses, bed 29 x 42 inches, matter 25 x 38 inches, two form rollers. Front Fly Delivery.

SCOTT TWO-REVOLUTIONS

One No. 4 Press, bed 27½ x 36 inches, matter 22 x 32 inches, four form rollers. Front Fly Delivery.
One No. 10 Press, bed 47 x 62 inches, matter 41½ x 58 inches, four form rollers. Front Fly Delivery.
One No. 4 Press, bed 26 x 36 inches, matter 22 x 32 inches, four form rollers. Printed-Side-Up Delivery.
One No. 5 Press, bed 29 x 42 inches, matter 25 x 38 inches, four form rollers. Front Fly Delivery.
One No. 7 Press, bed 38 x 51 inches, matter 33 x 47 inches, two form rollers. Rear Fly Delivery.
One No. 8 Press, bed 41½ x 52 inches, matter 35 x 48 inches, four form rollers. Printed-Side-Up Delivery.

WALTER SCOTT & COMPANY

NEW YORK OFFICE: Brokaw Bldg.
1457 Broadway, at 42nd St.

DAVID J. SCOTT, General Manager

CHICAGO OFFICE:
Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U.S.A.

CABLE ADDRESS: WALTSCOTT, NEW YORK

CODES USED: A B C (5th EDITION) AND OUR OWN

THE J. L. MORRISON CO.

445-447 King Street West

TORONTO

Everything For the Printer
For the Bookbinder
For the Boxmaker

We make a specialty of fitting out complete Bindery Plants.

We stock for prompt delivery: Ruling, Wire Stitching, Paging and Numbering, Folding, Cutting, Perforating, Punching Machines, and all supplies for the Bookbinder.

Rebuilt Machinery of Every Description.

Miller Feeders and Miller Saw-Trimmers

*the two biggest profit
producers for printers*

For descriptive matter
and prices tell

Toronto Type Foundry Co.

LIMITED

Toronto Montreal Winnipeg

Exclusive Dominion Selling Agents

THE INLAND PRINTER

*The Leading Journal of the World in the
Printing and Allied Trades.*

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.

Editorial's—Valuable and lively on timely subjects.

Correspondence—Questions answered and troubles in general solved.

Proofroom—Questions pertaining to proofreading discussed.

Book Review—A digest of the latest and best works.

Job Composition—In this department problems of job composition are solved and numerous illustrations are shown in colors.

Specimens—Under this head booklets, circulars and other specimens of printing are briefly reviewed, and illustrated.

The Printer's Publicity—A review and constructive criticism of printers' advertising.

Bookbinding—An intimate and detailed description of the various processes of bookbinding.

Cost and Method—Especially valuable to the employer.

Process Engraving—Queries regarding process engraving are answered and suggestions and experiments exploited.

Pressroom—The art of presswork discussed in detail.

Newspaper Work—Detailed descriptions and helpful hints on all phases of this subject are given for the aid of publishers.

Machine Composition—The linotype machine and its product are discussed for the help of the operator and machinist.

Trade Notes—Brief mention of men and events associated with the industry published under this heading.

Advertisements—The advertising section is a directory of representative American manufacturers and supply houses.

Inserts—Four to eight pages in colors each month.

**THE INLAND PRINTER, 632 SHERMAN STREET
CHICAGO, ILL., U.S.A.**

3000 Impressions Per Hour

On 10x15 jobs printed 2 up is
a fair hand feed average for

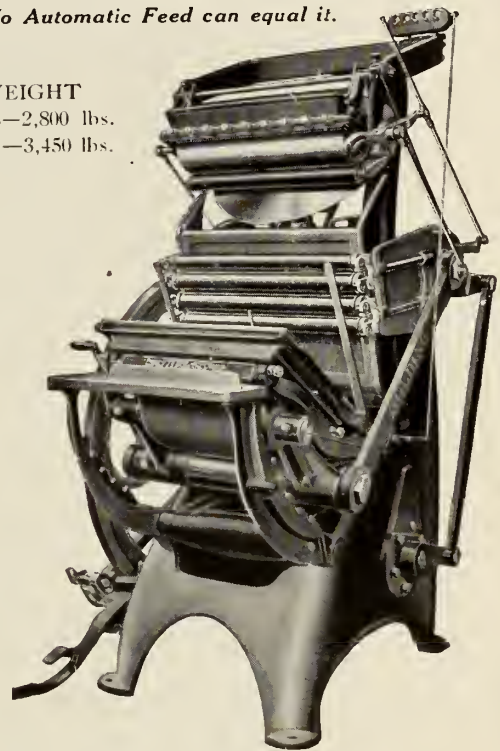
The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT

12x18—2,800 lbs.

15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression—the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH—DISTRIBUTION—SPEED
—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

*Write for a copy of "A Catechism on
the Golding Jobber."*

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.

BOOKBINDERS' SUPPLIES

We call your attention to our large stock.

We are agents for WINTERBOTTOM'S
ENGLISH BOOK CLOTHS.

Also BOOK FINISH FABRIKOID.

Also carry the following lines:

LEATHER, all kinds
DUCKS
CANVAS, Etc.
GUMMED MUSLIN
BINDING BOARDS
PARCHMENT

HAYES THREAD
MACHINE THREAD
WEBBING and TAPE
GOLD LEAF
MARBLING COLORS
RULING COLORS

RULING PENS
ALBUMEN
HEADBAND
INDEX TABS
BOOK EDGE LOCKS
KNIVES and FOLDERS

SILK and MERCERIZED CORD

THE BROWN BROS., LIMITED

SIMCOE AND PEARL STREETS, TORONTO

**Do You Want a Strong High Grade Cover
Paper at a Surprisingly Low Price?**

Suitable for a Catalogue Cover, Folder,
Card Index, etc., etc.



*This Design is a
Guarantee of Quality*

Fibrestoc Cover

is strong, will fold evenly and emboss deeply

Stocked in White, Brown, Green, Blue, Grey and Buff.

The Brown and Green also stocked in double thick at same price per lb.

Special sizes, colors and weights made to order in lots of 1400 lbs. or over.

Send for price. Sample sheets gladly supplied.

MADE BY

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO

MONTREAL

WINDSOR MILLS, P.Q.

Colored Papers a Specialty

"HOLLISTONIZED" Military Books



These Military Books are "bound to wear" in Holliston Book Cloth

"HOLLISTON" "IN THE FRONT RANK"

Everywhere HOLLISTON BOOK CLOTHS are taking the lead. Examine the bindings on the representative books of any class of publication. HOLLISTON is the favorite. The cut shows a few well-known Military books, all bound in HOLLISTON—because of the real SERVICE INSURED by these fabrics. "HOLLISTONIZE" your books and make SATISFACTION sure.

Our Toronto stock includes a full line of HOLLISTON BOOK CLOTHS with all the Military colors. Large quantities in stock at New York and Norwood are available at short notice. Why not try HOLLISTON on your next "EMERGENCY" order?

Let us send you our latest sample books showing these Military colors.

THE HOLLISTON MILLS - NORWOOD, MASS.

Makers of Fine Book Cloths

Sole Canadian Agents

THE WILSON-MUNROE COMPANY, LIMITED

106 York Street

-

TORONTO, ONT.

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record
Earncliffe Linen Bond
Standard Pure Linen
Colonial Bond
Canada

Rolland Parchment

Canadian Linen Bond
Empire Linen Bond
Crown Linen

Mount Royal Bond
Donnacona
Columbia

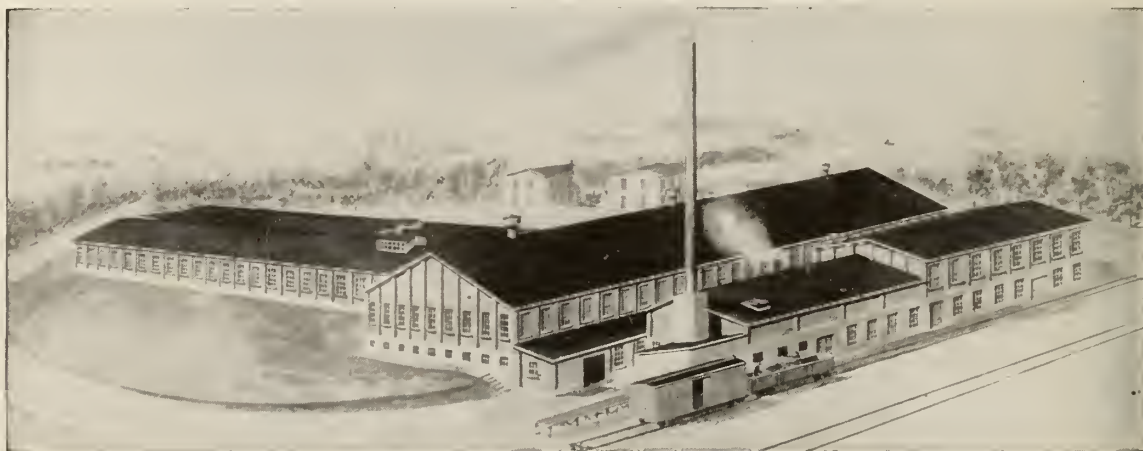
Envelopes to match

The ROLLAND PAPER CO., Limited

General Offices :
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office : Telephone Building

Private Exchange Adelaide 1986

Every practical printer

should consider the superiority
of

Standard Brand Blottings

Its smooth firmness and wonderful durability guarantees best possible results.

Try Standard and compare results with other grades of blotting.

We'll mail you samples of Standard and the following, free of charge:

"Standard," "Sterling,"
"Curi-Curl," "Prismatic,"
"Defender" and "Royal
Worcester" (enameled).

Standard Paper Mfg. Co.

Richmond, Va., U.S.A.

WORLD BLOTTING



**Durable—smooth—firm—the paper
for high-class blotter work**

Good printers everywhere are using World Brand Blottings because they find it just ideal for their better blotting work.

When you use World Blotting you are using a paper with a record of thirty years' success back of it.

Our two cheaper grades, "Hollywood" and "Reliance," give consistent satisfaction. The best value for the money.

Write for free samples.

The Albemarle Paper Mfg. Co.

RICHMOND, VA., U.S.A.

We carry a complete line of



Made-in-Canada Papers

We have added the following new
lines to stock:

Progress Bond

**White Feather
Multicopy Bond**

No. 1 Index Bristol

(White and Colors)

Avon Bristol

(Eight Colors)

**Superfine Wedding
Bristol**

Write for our October 1st
price list. It will interest you.

**The FRED. W. HALLS
PAPER CO., Limited**

Richmond and Duncan Streets

TORONTO

Telephones Adelaide 1028-1029



Why spoil a good bit of printing with inferior platework?

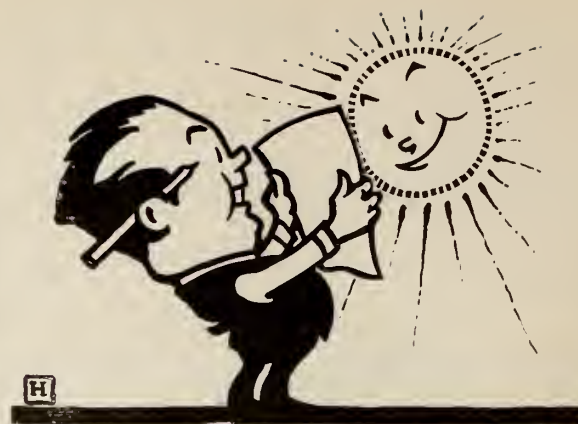
Get the best possible results by using plates that are always uniformly good.

RELIANCE PLATES will add dignity and tone to your very best work because they are made right to print right, made by men who are artists in the making of bright, clean result-giving platework.

A card to 143 UNIVERSITY AVENUE, TORONTO, will connect you, bringing you full particulars about Reliance Plates.

Send it to-day

143 UNIVERSITY AVE.



BRIGHTEN UP the corner where you are!

If it's only a two-inch space
CARTOONADAY CUTS
HOWELL-DRAWN
will make it stand out.

Write Now for Folder—Right Now.

CARTOONADAY, INC.

303 Fifth Avenue

New York City

Copy specially prepared to fit cuts

ELECTROTYPES

made from Electros, Stereos, Woodcuts, Zincs, Half-Tones, Brass Stamps, Etc. Out-of-town orders shipped same day as received. Work and service unequalled. Our new scale of prices and answers to enquiries by return mail.

Toronto Electrotpe & Stereotype Company, Limited

111 Adelaide Street West, Toronto

L. D. 'Phone
Adelaide 1638

TRAYTON BLABER,
Manager



WILSON ENGRAVING COMPANY

TO THE TRADE

Engravers and Printers, Embossers, Etc.

197 Princess Street,

Winnipeg

*Society Work
A Specialty*

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO WINDSOR

ALL SET
FOR THE HOLIDAY TRADE

Goes
 Christmas Pay Envelopes,
 Christmas Checks,
 Christmas Savings Club Checks,
 Merchandise and Glove
 Certificates,
 Christmas Contribution Envelopes.

SEND FOR SAMPLES AND PRICES
 GOES LITHOGRAPHING COMPANY
 42 WEST 61ST STREET
 CHICAGO

Samuel Jones & Co.

**PATENT NON-CURLING
 GUMMED PAPER**

For labels of every description
 Lies perfectly flat—No waste

7 Bridewell Place
 LONDON, ENG.

Cables: Noncurling Code: A.B.C. 5th

**Exclusively —
 Cutting Machines**

OSWEGO

OSWEGO MACHINE WORKS
 OSWEGO, N. Y.

Write

THE man who prints 1,000 or more catalogs often forgets that each catalog is a salesman and that its cover represents the salesman's appearance—his opening remarks—that upon the first sally often depends the sale.

SULTAN COVERS

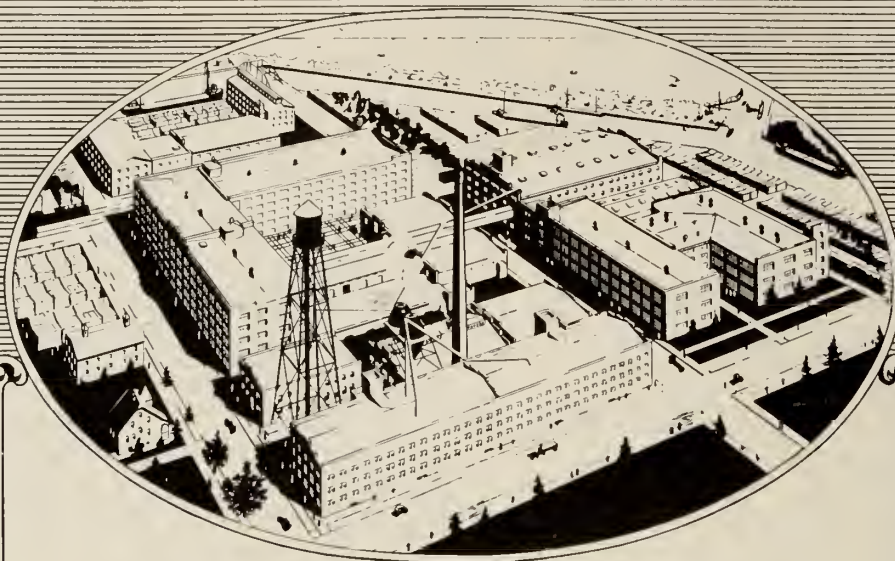
make an irreproachable appearance. They command attention and demand respect.

They are worth thinking about—worth knowing.

SULTAN COVERS are very strong—fold well—emboss well and are hard to tear. They are carried in stock in twelve colors and two weights, 20x25—60 and 20x25—100, called Rhinos.

Any agent will send you samples, or we will if you'll write us.

Niagara Paper Mills
 LOCKPORT, N.Y.



HAMILTON STEEL AND WOOD CABINETS *for Printers*

Designs based on motion
study in the composing-
room—giving positive
assurance of reduction
in cost of composition
and saving of floor space

HAMILTON EQUIPMENT PAYS FOR ITSELF
LET US SHOW YOU WHY

*Hamilton Equipments carried in stock and sold by all prominent typefounders and
dealers in Printers' and Bookbinders Supplies everywhere.*

THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N. J.

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York St.; Montreal, 345 Craig St. W.
Stephenson, Blake & Co., Toronto. American Type Founders Co., 115 McDermot
George M. Stewart, Montreal. Ave., Winnipeg.
Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd.,
27 Belfort Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated
by pieces and nonpareils, mailed free
to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Launching Canada's Fourth Domestic War Loan

Thorough and Broad-gauged Publicity and Merchandising Plans — Canadian Press Association Assisting — Quadrupling the Number of Subscribers

THE publicity campaign in connection with the November war loan issue has been organized by Sir Thomas White. Last month, after consultation with Mr. Imrie, Secretary of the Canadian Press Association, the Minister requested the association to name a committee of its members and the Advertising Agents' Association to co-operate with him in preparing and placing the advertising. The Advisory Board of the publishers named by the association was composed of the following: J. H. Woods, Calgary *Herald*; W. J. Taylor, Woodstock *Sentinel-Review*; George E. Scroggie, Toronto *Mail and Empire*; H. A. Robert, *La Presse*, Montreal; W. E. Smallfield, Renfrew *Mercury*; John Weld, *Farmers' Advocate*, London; John M. Imrie, Toronto. The Advisory Board of Advertising Agents nominated by the association consists of C. T. Pearce of A. McKim, Limited, Toronto; J. J. Gibbons of J. J. Gibbons, Limited, Toronto; John Patterson of Norris-Patterson, Limited, Toronto; E. Desbarats of the Desbarats' Advertising Agency, Montreal; J. E. McConnell of McConnell & Fergusson, London.

These nominations represent the various press interests, and include both French and English newspapers and agencies. They include the President, Vice-President and Secretary of the Advertising Agents' Association. The plan of the Minister will be to cover the entire Dominion with a propaganda which will emphasize the necessity of national saving and subscriptions to the war loan in order that Canada may meet her own war expenditures in Canada, and establish further credits for the Imperial Treasury for the purchase of munitions and foodstuffs, and the maintenance of our industrial, agricultural and commercial prosperity, which is vital to our continued and unceasing effort in the war.

It is understood that \$150,000 will be spent in advertising the new loan.

The copy for the campaign has been prepared. Large spaces will be used. Practically every legitimate daily and weekly newspaper, business paper, farm and religious paper, and periodical will receive the advertising.

Agency service has been employed for the preparation and placing of the copy. Publishers will receive full card rates,



J. H. WOODS

President of the Canadian Press Association, and chairman of the joint committee handling the forthcoming War Loan advertising. Mr. Woods is managing editor of the Calgary *Herald*.

the agencies placing the business receiving their remuneration for service rendered in the form of a special fee, paid by the government, based on a percentage of the sum to be spent.

POPULARIZING THE LOAN

One aim of the present war loan campaign is to increase the number of subscriptions. In the former war loan of 1916, the total number of subscribers was less than 40,000. It is hoped to get 150,000 subscribers to the present loan. To accomplish this, the extensive advertising publicity programme and the soundly organized merchandizing plans have been conceived. If \$150,000 be spent on publicity, and 150,000 subscriptions be obtained, and the loan be \$150,000,000, it means that \$1 will be spent to obtain one subscriber and to sell \$1,000. This would be cheap selling.

The Finance Minister will pay to the Canadian Press Association, under whose direction the publicity plans are being arranged, a certain sum for the organization of the campaign, preparation of plans, copy, etc., and this sum will be distributed

by the Canadian Press Association among the co-operating advertising agents.

The five advertising agents directly represented on the advisory board of agents are those selected to prepare the copy, etc., for the campaign.

For working purposes these two boards have been merged into one joint committee of which the chairman is J. H. Woods and the secretary John M. Imrie, president and manager, respectively, of the Canadian Press Association.

THE LOAN MUST BE MADE A SUCCESS

The C. P. A. is emphasizing to Canadian newspapers that the loan must be made a success and must have the fullest promotion aid from the press. A statement sent out to the press says:

"It is absolutely essential in the interests of the country that the Fourth Domestic War Loan should be a complete success. The loan is required not only to finance Canada's further participation in the war, but also to finance the purchase of food and other war supplies in Canada by Great Britain and the Allies. Unless the Canadian Government is in a position to arrange credits in Canada for these war purchases, they will have to be made in other countries in which such credits can be arranged. The failure or merely partial success of the Fourth Dominion War Loan would have a very serious effect upon the agricultural and industrial prosperity of the country.

"Even without regard to the special circumstances in connection with the placing of this loan, outlined above, it would be the privilege and duty of the press of Canada to use every possible effort to make it a complete success. But the circumstances referred to impose a special duty and obligation on the Canadian press in this connection.

"The association has assumed the responsibility of handling the press publicity and to that extent of helping to make the loan a success. The association looks to the individual newspapers of Canada to do everything in their power to insure the complete success of the loan.

"With respect to the arrangement between the association and the advertising agencies in this campaign, the association wishes to make it quite clear to its members that this arrangement is a special one, made under extraordinary conditions

for a large Government purpose. It is not to be taken as a precedent to any degree whatever either by the agencies or by the newspapers."

FEATURES OF THE CAMPAIGN

Two of the five agencies concerned are working out estimates. Assuming that \$150,000 will be expended and that the campaign will last for six weeks, they have prepared a schedule of contracts covering the particular service to be given by each publication in Canada. The other three agencies have meantime organized themselves into a copywriting committee, and with the aid of a corps of expert copy writers have prepared the advertisements.

The agencies will divide the field according to a geographic plan. This hasn't been decided yet.

"The Bond Dealers' Association have formed a publicity committee to supervise the copy to be used. They are providing the salesmen. In a sense they will, as representatives of the Finance Minister, be the employers of the special committee.

THE C. P. A'S PART

The Canadian Press Association will see that the press co-operates as extensively as possible in other publicity. The association has already bulletined members as above indicated, pointing out that the publicity responsibility has been practically entrusted to the press, and urging publishers to publish anything sent them. The association will supply ideas for editorials, schemes for local selling, and, in short, many items, calculated to help place the issue in each locality.

It has not yet been revealed how the selling campaign will be conducted by the bond dealers. In view of the fact that the Government is undertaking such extensive publicity work, commission to the brokers will probably be cut from $\frac{3}{4}$ per cent. to $\frac{1}{4}$ per cent. This will doubtless put a stop to any advertising by individual financial houses. At the same time there is a proposal that the Bond Dealers' Association of Canada should, as an association, do some advertising supplementary to the Government advertising.

THE RECOGNITION OF ADVERTISING

One result of the previous war loan campaign has been the education of many, many persons to become investors in this class of security, represented by the war loan, who aforesaid had never even considered the idea of investing in a coupon-bearing security of small denomination. It is this aspect of the case that led bond dealers to supplement the Government advertising with lavish advertising on their own account, for thus they got into touch with an absolutely new clientele. Though the cost of finding a new client was altogether in excess of the commission earned in making a sale, yet it was recognized that the immediate loss would be many times recovered in subsequent transactions.

The consequences of the new idea and habit of thrift and of purchasing securities will continue long after the war is over, and may mean a new era of thrift and wealth for Canada, whose common people, in the past, have not known much about saving money and using money for investment in interest-yielding securities.

Farmers and retail merchants are to be appealed to as classes, and the copy now being prepared includes specialized appeals to these two classes.

When the copy does appear, it is safe to

predict that it will excel any copy ever put out by the Government, and will be a revelation.

Advertising, since the war broke out, has come into its own. Its functions and potency have received a recognition never previously accorded them by high-up men—statesmen and government leaders. Likewise the people have learned much about advertising as a useful force in the economic distribution of news, appeals and merchandise.

The slowest learners are publishers themselves. As a class they disbelieve in advertising—for themselves. Just as doctors don't take their own medicine and cobblers' children go unshod, publishers in Canada do not employ to any considerable extent newspaper advertising to sell their own wares. But this will change.

SASKATCHEWAN GOVERNMENT TO ADVERTISE

THE Government of the Province of Saskatchewan will carry on an extensive and intensive advertising campaign in the press of the province in connection with a provincial loan about to be launched. The money to be raised from the public of Saskatchewan will be re-lent to Saskatchewan farmers for the purpose of speeding up agricultural production. In a sense it will be a patriotic war loan. Extensive reinforcing work will be carried on, to hasten and widen subscriptions to the loan, fashioned after the work done in the United States in connection with the recent Liberty Loan. That is, the loan will be thoroughly merchandised, as well as advertised.

John M. Imrie, manager of the Canadian Press Association, paid a special visit to Saskatchewan last month in connection with the matter of the publicity phases of the loan.

U.S.A. WAR LOAN

THE approaching war loan in the United States may not be launched with a paid advertising campaign. The matter is still being swithered over in the Senate and House of Representatives, and is receiving much attention in the public press and by the Associated Advertising Clubs of the World. William G. McAdoo, Secretary of the Treasury, is to receive from Congress for the expense of floating the Second Liberty Loan of \$3,000,000,000 the sum of \$6,000,000.

Limited newspaper advertising at the most is possible, Secretary McAdoo has stated.

"It may be necessary to use some advertising," said Secretary McAdoo. "I do not know whether it will be in newspapers or some other form."

He stated that the publishers' program of \$2,500,000 for paid periodical advertising could not be adopted, because it virtually would take the entire available expense allowance for floating the bonds. The expense of floating the first issue with no paid newspaper advertising, he said, was about \$2,600,000.

That the cost of floating new issues would exceed the last was stated by the Secretary, and the committee increased the House allowance of one-tenth of one per cent., to one-fourth of one per cent.

"There is a campaign on for paid advertising in the newspapers," said Secretary McAdoo. "I have not committed myself to any sort of advertising campaign,

but to sell the bonds for one-fourth of one per cent. is a monumental task.

"Our population is not educated to buying Government bonds. The decision to sell two billion of Liberty Bonds was not made arbitrarily. We had to have the money. I am satisfied that future issues of these bonds are going to cost a great deal more than the first. *If advertising is necessary, I want to be free to advertise.*"

Agreement on the War Credits Bill, authorizing \$11,538,000,000 of new bonds and certificates, was reached on September 19 by Senate and House conferees with no change in the issues proposed.

Minor changes, only, were made by the conferees. They adopted expense allowances of one-fifth of one per cent. for the bonds and war-saving certificates, as originally recommended by Secretary McAdoo, and one-tenth of one per cent. for the Treasury certificates of indebtedness.

WHO PAID FOR THE FIRST LOAN?

There was more than a million dollars of paid advertising devoted to the sale of the first Liberty Loan.

Every line of it was paid for—but not by the Government. In six great bound volumes, examples of this advertising, from every one of the twelve Federal Reserve Districts, were brought together and presented to Secretary McAdoo in Washington by the National Advertising Advisory Board, which had been constituted by the Associated Advertising Clubs to serve the nation throughout the war without pay.

In telegrams, in letters, and in person Secretary McAdoo stated to the advertising board that this paid advertising had been of "immeasurable value in making a market for the Liberty bonds"; he gave it as his judgment that it stood second in service only to the direct personal work of salesmen from banks and bond houses.

Patriotic bankers, merchants and other business men contributed space in the papers for which they had contracted for.

Advertising writers and illustrators, largely under the direction of the National Advertising Board, prepared the copy and designs—and all without a dollar's cost to the Government.

The space was paid for by business men and by business organizations. In a word, a small part of the people did what all the people, through their Government, should have done.

In Rochester, Detroit and Cleveland, where the advertising was most efficiently done, the number of bond buyers secured, in proportion to population, was far beyond the normal ratio for the country.

For example, over 60,000 individual buyers were obtained for the bonds in Rochester, equivalent to a buyer in every family.

Great Britain's Victory Loan of \$5,000,000,000 was oversubscribed by more than five million people.

ADVISORY ADVERTISING BOARD

AN advisory board has been formed from among newspaper publishers and advertising agencies to work with and advise the Dominion Government in regard to national advertising. Since the outbreak of the war the Dominion and various Provincial governments have done a lot of advertising in connection with war loans, greater production campaigns, food economy, etc. The new committee will see that money in future is fairly distributed.

Training Printers' Apprentices in Old London

The 1917-18 Programme of the City and Guilds of London Institute—
What Canada Lacks and Needs

THE programme of City and Guilds of London Institute for the session 1917-18, gives particulars of the subjects that will be dealt with at the examinations in the various technical classes that are under the control of the Institute. The examination will include such subjects as the following:—

SECTION I.—COMPOSITOR'S WORK

Appliances and material used in the composing and store rooms. Appearance and necessary attributes of good type, leads, brass rule, etc.; description of the parts of type; characters in a fount; peculiarities, accents, etc.; display faces; various cases and lays in use; weight of type and leads; different kinds of furniture and spacing materials; mechanical quoins; technical terms generally; the point system as applied to type bodies, spacing material, rules, and point lining type; elementary typographic calculations. Laying a fount of type. Rules to remember when setting; habits to acquire and to avoid. Spelling, common errors in. Style: dividing words, compounding words, the use of figures, numerals, capitals, italics, contractions, etc. Reporters' contractions. Punctuation. Rules for spacing and justifying. Laying up forms and clearing; preparing type for distribution; rules for distributing. Elementary imposition schemes and furnishing of forms. Locking up and unlocking forms. Making corrections; reader's marks; signatures and their uses. Proof presses and proofs. Definition of stereo, electro, woodcut and process blocks.

SECTION II.—PRESS AND MACHINE WORK

Technical terms and phrases. Appliances and materials used in the press and machine rooms; necessary tools for a machine minder; description and parts of hand press, platens, and single cylinder machines. How to cover a tympan and cut out a frisket. Pulling clean proofs in one or two colors. Making ready, rolling, and pulling off at press. Preparing patens and cylinder machines for make ready; result of overpacking or underpacking cylinders; how to find if form is square to feed edge; leveling the form and blocks. The care and condition of rollers. The care of inks. Washington forms; cleansing wood letter and wood blocks; cleansing and preservation of process blocks. Locking up and unlocking forms. Elementary imposition schemes, and furnishing of forms. Signatures and their uses. Definition of stereo, electro, woodcut, and process blocks. Sizes, and subdivisions of papers and cards; number of sheets in quires and reams; easy questions on the various grades of paper.

SECTION I.—COMPOSITORS' WORK

Outlines of the history of printing. Casting off copy for pamphlets, book and jobbing work. MS, typewritten copy, reprint to be reproduced in larger or smaller type, mixed copy. Casting off copy for display and table work. Various problems in type bodies, leads, etc. How to set text, chapter and page heads, preliminary matter, appendices and indices, sidenotes,

footnotes, let-in notes, etc. Ratio of page to paper to secure harmony under varying conditions, such as relatively large or small type, leaded, double leaded or two-column matter. Most suitable type faces and sizes for different classes of books, i.e., novels, scholastic, scientific, juvenile, editions-de-luxe. Correct position of page on paper. Making-up—various operations and difficulties; signatures for sheet and half-sheet work, their uses in composing, machine, and folding rooms. Table and tabular work: How to cast off and set. Pedigrees: How to set. Composition of Greek and Hebrew and lay of cases. Type music: How to set. Handling and correcting linotype and monotype set matter, difficulties and dangers, and how to overcome them. Imposition of news, magazine, pamphlet and book work; sheet, half-sheet and oddments. Imposing color blocks with register quoins. Preparing a form for stereotyping or electrotyping; use of high spaces. General routine of news work; qualifications necessary for a news hand. Display in its various phases for different trades and professions. Setting folders, booklets, brochures, etc. Qualifications necessary for a corrector of the press; duties of a reader; rules for guidance of reading department; the rudiments of reading; first proof reading; marking the primer; reading for press; indexing; record of progress of works in hand. Reference books for readers. Paper: Hand and machine-made; qualities and weights, equivalent weights; sizes and subdivisions of printings, writings, and account book papers; sizes and subdivisions of cards.

PRACTICAL EXAMINATION. (For compositors).—The practical examination will consist mainly of composition from manuscript or printed copy supplied to the candidate. It is intended to be a test not so much of mere rapidity in "picking-up," as of general intelligence and of ability in setting any kind of matter that may fall in a compositor's way. Clean setting and good spacing being important; for instance, a piece of bad manuscript, a simply displayed title-page or job, a difficult piece of punctuation, a moderately complex table, classical phrases or proper names, or a foreign paragraph in fairly good handwriting. The practical test will take place at different centres throughout the country, at which the necessary arrangements can be made.

SECTION II.—PRESS AND MACHINE WORK

Outlines of the history of the printing press and machine.

Knowledge of machines, making ready, rollers, composition and casting off, etc., composition of inks, color printing, working off, imposition, etc.

LITHOGRAPHY

The examinations in lithography are upon the lines of former years, questions being set in two grades and for a final examination, the papers set covering the whole of the practical sections of the art, including transferring from intaglio, relief and flat surface printing media, such as copper and steel plate engravings,

wood and metal blocks, collotype and similar printing surfaces. Prizes are offered in the lithographic section with a view to encourage apprentices to continue their studies at a technical school, whether such apprentices are regularly indentured or not.

PRINTER AND PUBLISHER gives space to this programme of work because it succinctly indicates the wide scope of the art preservative; and because it establishes the fact that printing is a fine art, and that the thoroughly trained printer is a man of no mean or small education.

Another object which PRINTER AND PUBLISHER has in reproducing this British programme of study for compositors, pressmen, machine operators and lithographers is to stir up, it may be, a similar enterprise in Canada. Our country greatly needs some such course of study. In the Central Technical School, Toronto, is a school for the instruction of printers, yet excellent as it is, it has its limitations; besides which it is but one school whereas there should be many. When our Canadian apprentices can receive instruction such as is provided by the Schools of Printing in Great Britain, the Continent of Europe, and the United States; and when this instruction can be received in all parts of the country, the printing business in Canada will take on a new dignity and will attract a body of recruits greatly needed right now.

PRIVATE EDWARD JOHN STEPHENSON

PRIVATE Edward John Stephenson, who has announced himself as a candidate for South York in the forthcoming Dominion elections, is running as a farmer, labor and soldier candidate, and is also a candidate for the Presidency of the Trades and Labor Congress of Canada. He has been prominent in labor circles for the past dozen years, and for twenty-one months past has been in uniform. Private Stephenson is only 32 years of age. Before enlisting he was prominent in recruiting, being active in the raising of overseas units of the 169th Battalion.

Private Stephenson is an Ontario boy. He was born in Orilla on Aug. 25, 1884. At the age of 15 years he began his apprenticeship as a printer. He moved to Red Deer, Alta., after a few years. While there he was an organizer for Western Canada of the American Federation of Labor, and was also identified with the American Society of Equity, a farmers' organization. His mother and two brothers, veterans of the South African War, still reside at Red Deer.

About ten years ago Pte. Stephenson returned from the West and located in Toronto, and for a time was with the *Industrial Banner*. Nine years ago he married, and in January, 1911, he went to the *World*. About the close of 1915 he enlisted, and after nine months in Canadian and English training camps he went to France. He is now serving with the Second Canadian Pioneer Battalion.

Get The Money Now

The Psychological Moment—Time for Price Cutters to Take a Long Rest—A Cost System is a Protecting System

"IF we don't make money these days," said John Pinney, chief of the San Francisco house of the American Type Founders Company, "we need never expect to make any."

"Everything that works is working overtime — farmers, manufacturers, contractors, retailers, builders. Shipping facilities are taxed to the limit. Financial figures are increasing steadily. Crops are big, with prospects of better selling prices than ever before, the gold and currency of the country has increased over a billion dollars and the balance of trade over five billion dollars. We owed Europe billions before the war, and now they are borrowing billions from us. All these are mighty good reasons why the printing business should be good."

THE UNIVERSAL PREPARATION

"People generally are in a spending mood. For three years there has been a certain indefinable fear in the minds of many people because of the war. But, as times goes on and we continue to do business at the old stand, this year is wearing away with the result that people generally are spending more freely."

"Let us analyze, then, and see why some printers are not making money. They are paying more money for paper and ink and many other lines of supplies, but are they getting more for their output in proportion? It's a question. Personally, I would say 'no.'"

"Everything from shoes to gasoline has gone up in price. Shoes that were \$5 are now \$9. The cream that we put in our coffee and the bread that we put in our mouths—everything that you can name, almost, has been boosted. It isn't a case of 3 per cent. or 4 per cent., but of 25 per cent., 50 per cent., even 100 per cent. In other words, everybody from the farmer to the butcher has had the nerve to get what their products are worth."

"How about printers? Are they getting as much as they did three years ago, considering the increased cost of materials and of labor?"

"They should get the increase in cost plus a fair percentage of profit. The printer should not be content with merely adding to his prices the extra cost of his supplies; he must use the increased cost as a basis upon which to figure his profits."

"The printer has more right than anybody else I know of to a better price for his product. His prices have been too low in the past; now in his opportunity to get a reasonable and fair remuneration for the work of the plant and the organization he has built up and to which he is devoting all of his thought and effort."

TIME FOR PRICE PIRATES TO REST

"The price pirates should take a long rest. Right now is a good quitting time for the few who keep the whole printing business demoralized by cutting prices. Right now they can begin to get the prices their work is worth; there never was a better time to begin. The European war has made it possible to stop this price war among printers."

"It is one thing to preach about low bids when business is slack and when the out-

look is none too good. But to-day it is different. There is little doubt that the next year will be the best that any of us have ever seen. The next year will probably bring peace. If it does we will all see the best and biggest business we ever saw. But whether it does or not, the next five years will be a period of prosperity beyond anything that we have ever enjoyed. Now is the time to begin to put the printing business and all of its branches on a footing of reasonable profit."

"The question of costs, of system, of co-operation, and of protection of one another are the live issues to-day. Let us remember that in protecting the other fellow's prices we are protecting our own bread and butter."

PRINTING PRICES IN EASTERN CANADA

PRINTERS of the Maritime Provinces have not raised the prices of printing in proportion to the high cost of turning out work. Why they should persist in quoting old prices is something hard to understand. It would appear that printing is the only industry that has not raised prices in proportion to cost of producing it. Printers are evidently figuring on old costs of paper and wages. If they are not, then it is evident that there is something wrong in their method of figuring. When prices, in the East, vary on one job from \$175 to \$350, it is clear that printers need some technical education.

COLOR PRINTING AFTER THE WAR

THE color printing section of the trade is almost at a standstill just now, says the *British & Colonial Printer*, owing to the war and the many restrictions imposed upon the printer, but the future of this section is not being lost sight of, and considerable attention is being paid by many of the larger firms as to what means may be taken to prevent British color printing orders being sent to Germany or Austria as in pre-war times. The *Yorkshire Post* has been interested in this matter, and in a recent article the writer, who is evidently well informed on the subject, says: "Before the war Germany did a large share of this class of work for many parts of the world, notably the Mediterranean countries, the South American Republics, and India, as well as for Great Britain. English color printers, however, now realize that there will be a fine opportunity for getting a good proportion of the trade hitherto done by the countries of Central Europe, and, in the words of a leading member of the trade, they are going to make a determined effort in this direction. But this, he says, is not an opportune time."

"With restricted imports of paper, scarcity of labor, and high prices of both, shipping difficulties and heavy insurance rates, it would be useless just now to capture foreign trade to any great extent. The labor problem is by no means the

least obstacle to a movement on these lines."

"There is a general tendency on the part of the authorities to restrict the printing trade, more especially the art section of it, as being a non-essential industry. It is estimated that at least two-thirds of the men who in normal times would be engaged in color printing works are of military age; the older men, it is urged, are not up-to-date, and have not been trained to work the new machinery that has been introduced into trade in recent years."

"It is fully expected, however, that after the war there will be a splendid opening for English printing, on the artistic side. In addition to the countries named, there is Russia, which in pre-war days, got an enormous quantity of work of this kind from Germany. . . . There are sentimental reasons which will prevent many countries from buying from Germany. Consequently there will be a big market for Great Britain if we can only cope with it, but before we can do this successfully we shall have to overcome our insular conservatism, and realize the importance of having travellers who understand foreign languages and the conditions of the countries they visit."

* * *

One wonders if Canada will have any share in color printing for the wide world. Have we in Canada any printing firms with the vision and enterprise to go after export trade?

GERMAN DYE TRADE

IN NOTHING was Germany's monopoly more unchallenged than in the field of aniline dyes. But even in these products her prestige is doomed. The Du Pont Powder Co. has just announced its entry into the coal tar dye industry. This is the knell of German anilines in the United States, and probably elsewhere. The Du Ponts possess all the essential raw materials, and both chemists of high skill and extensive laboratory facilities.

The only wonder is that the other great powers should have supinely permitted Germany to obtain a complete monopoly in an industry of such importance. Aniline dyes are essential in a number of the leading manufactures. These include cotton, calico printing, wool, silk, leather, paper, paints and printing inks. The Du Ponts are ready for a hard struggle after the war, when the munition plants of Germany will be free to return to dye making, but they have marked advantages in their favor.

CYRUS H. K. CURTIS IN TORONTO

CYRUS H. K. CURTIS, head of the Curtis Publishing Co., Philadelphia, was in Toronto last month for a few hours—his first visit in 20 years. The object of his visit was not stated. Mr. Curtis has the ambitious plan of nationalizing the Philadelphia *Public Ledger*, which he owns.

KINGSTON STANDARD'S 108th BIRTHDAY

SEPTEMBER 25 was the 108th birthday of the *Kingston Standard*. Some account of the *Standard's* career appeared in the July issue of *PRINTER AND PUBLISHER*, which extends felicitations to its proprietor, W. R. Givens, who, by the way, did not found the *Standard*.

PUBLISHERS' DOINGS

The Goderich *Star* made local Fair Week a dividend earner.

The Galt *Reporter* ran last month a coloring-advertisement page.

The Montreal *Herald* is publishing serially the Sherlock Holmes Detective Stories.

The Vancouver *Province* developed special advertising in connection with the local Fair.

The Govan (Sask.) *Prairie News* celebrated its 10th Anniversary last month, and featured the occasion.

The Kingston *Standard* developed considerable special advertising in connection with a Fare Refund Week.

Winnipeg papers found the Electrical Show, held in that city last month, a useful excuse to obtain extra advertising.

The Stratford *Daily Herald* had a Fair Week page of special advertising last month; also an Out-of-Town Buyer's page.

The Toronto *World* conducted a Flower Day for local soldiers in hospitals and convalescent homes last month. A fine thought!

The Quebec *Telegraph* made the occasion of the Quebec Exhibition contribute to its coffers richly, in the form of extra Fair advertising.

Are Your Children Properly Outfitted? was the query used by the Vancouver *Province* to assemble on a page a fine lot of advertising. School opening prompted the idea.

The Toronto *Globe* has a new and excellent Saturday feature—"Life and Letters"—consisting chiefly of book reviews and literary comment by writers who sign their names.

The Montreal *Daily Star* is publishing a series of articles by Queen Marie, of Roumania—an exile; also a series of graphic war articles by Jeffery Farnol, the novelist.

The Saskatoon *Daily Star* had a 400-line advertisement in the Toronto *Globe* last month, calling itself "Saskatchewan's leading newspaper," and displaying boldly its circulation figures—21,000.

The London *Advertiser* used one of its own pages last month to tell its readers something about itself—its history, policies, features, etc. This is an idea that others can use to advantage.

The Winnipeg *Telegram* has a feature page headed, Winnipeg—The Hub of the West in Manufacturing, Jobbing and Finance. It consists of small card spaces of local firms with text matter.

The Ottawa *Journal Press*, whose business manager is Wm. Findlay, produced last month a Special Fair issue, and carried a large volume of extra advertising. The Chevrolet Car distributors used space to the extent of two pages.

The Montreal *Daily Star* is now selling at \$3 per year to all subscribers outside the City of Montreal. The rate was formerly \$2. The *Family Herald* and *Weekly Star* has increased its subscription rate from \$1 to \$1.25 per year.

The Kitchener *News-Record* is running a Bride-Elect page every month—on yearly orders. E. J. Payson, business manager, is out for series orders all the time, economizing his time and money, and giving better results to advertisers.

The Lunenburg *Progress-Enterprise* carried a composite advertising feature consisting of card spaces of Halifax

theatres, restaurants, retailers, hotels, taxi service, etc. Halifax Calls You was the caption, and the occasion was the Provincial Exhibition at Halifax.

The Edmonton *Bulletin* has a Boys' and Girls' Section. The pages are one-fourth the regular page size, four to a page on both sides of the sheet. The idea is to have children detach the page, fold and thus obtain a miniature newspaper. The feature is made attractive by illustrations. Letters to Uncle Tom are an added feature of appeal.

The Kingston *Daily Standard* produced a mammoth issue on September 20, consisting of 4 sections and 28 pages, in connection with a Fare Refunding Week enterprise. A very large amount of special advertising, much of it in big spaces, was carried. The advertisements were very attractively displayed, showing good judgment on somebody's part.

The *Shoe and Leather Journal*, published by the Acton Publishing Co., Toronto, issued its advance Spring and Summer Styles Number last month. The cover was in three colors, and patriotic in design. As is usual with this publication this issue was made valuable by special contributions, and attractive by many illustrations joined to good printing.

On Monday, Sept. 17, last, the *Times-Journal* of Fort William, in co-operation with the members of the Fort William and Port Arthur Grain Exchange, issued a special "Grain Sample Market Edition" of twelve pages devoted exclusively to sample grain trading at the head of the lakes. More than thirty thousand copies were mailed throughout the West to farmers and grain men.

MacLean's and Farmer's magazines have issued a detailed statement of their paid-in-advance by circulations, by pro-

Fair Week

OFFICIAL PAGES OF LONDON MERCHANTS

TWO BIG BARGAINS FOR MONDAY MORNINGS

GRAY'S

Special Hat & Shirt Bargains

Monday Morning, 9 to 12 o'clock

\$2.15 90c

John Graham & Co.

Benson-Wilcox Electric Co.

Electric Lamps 1/4 OFF

QUALITY VALUE SERVICE

Fall Shoes for Fall Days

CASSELLMAN BROS.

Your Choice of Any Silk Skirt or Silk Sweater

\$5.95

London Ready-to-Wear

It is Now Possible for Every Home to Have a Phonograph

\$5

W. J. WRAY & CO.

Moody Morning Shoe Specials

COOK'S SHOE STORE

Monday Specials

R. J. Young & Co.

Three-Hour Sale

Standard Drug Store

Agnew's Boot Shop

\$2.49

THE BIGGEST ATTRACTION

Giant Clothing House

800 RAINCOATS

Cowan's Colossal Hardware

Monday Morning, 9 to 12 Only

Ladies' Suits

Chapman's

Fall Suits and Overcoats

Sale \$18 to \$40

SELAK

Georgettes and Wash Blouses

Metropolitan Suit Co.

MONDAY SPECIALS

STRONG'S DRUG STORE

Monday Morning Bargains

9 to 12 o'clock Only

Artistic Ladies' Wear Co.

EXCEPTIONAL BARGAINS IN QUALITY SHOES

\$3.48

JOHNSTON & MURRAY

\$5,000 Stock of Rugs

Wm. Trafford Furniture Co.

The Purdon Hardware

\$4.75

Fair Week

OFFICIAL PAGES OF LONDON MERCHANTS

C. H. WARD & CO.

FAIR WEEK SPECIALS

OAK HALL

Young Men's Suits Special \$12

Boys' Suits Special \$5.95

Men's Raincoats Special \$10

All-Wool Serges \$1.00 Yard

Duchess Silks \$1.00 Yard

Extra Special Values

Men's Suits Boys' Suits

GRAFTON'S 158 DUNDAS ST.

25% Off Any Suit Case, Club Bag, Trunk or Hand Bag During Fair

COOK'S SHOE STORE

MARA'S FAIR WEEK SPECIALS

MARA'S 134 DUNDAS ST.

11 a.m. Monday Specials

R. H. & J. Dowler, Limited

Many Visitors

The Raphael-Mack Co.

A COLOSSAL BARGAIN

Cowan's Colossal Hardware

ROSS' LUMBER

Manufacturing Furnaces and Manufacturers of Ladies' Cloaks and Suits

39c

KEENE BROS.

HARDWARE

J. G. Steele & Co.

Two of Our Monday Specials

\$3.00 \$4.00

Rowland Hill

Barnard Specials

\$3.00 Creams For \$1.00

\$3.00 Creams For \$1.00

John S. Barnard

HONEY DAY

It's so good, a little Clover Honey goes a long way

5-lb. Can 95c 10-lb. Can \$1.85

Dominion Seeds Limited

20 New Fall Coats

\$16.50

BRICK & DUNDAS, Ltd.

Heintzman & Co.

Pianos and Victorolas

One of Our Specials for Fair Week

\$7.95

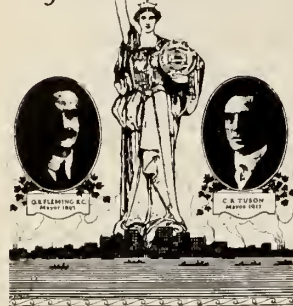
Peoples Outfitting Co.

Fair Week Specials at Enticing Prices

J. A. BROWNLEE

This double-page was run by the London Free Press for three consecutive days. The idea was to make Fair Week in London last month a double attraction. There is a suggestion in this for others.

THE EVENING RECORD

WINDSOR
25 YEARS A CITY

THE EVENING RECORD

WINDSOR



THE EVENING RECORD

WINDSOR 25 YEARS HENCE



THE EVENING RECORD

WALKERVILLE



Four companion pages of a large size folder issued by The Windsor Evening Record in connection with its silver jubilee edition in May last. The idea of the whole folder was brilliant, and the execution first-class.

vinces and counties. MacLean's goes further, and gives the total number of subscribers in every town in Canada of 2,000 and over. The publication of circulation figures in this naked way is symptomatic of the new spirit of Truth and Light possessing publishers.

The Kingston Standard last month had a big Dollar Day edition in co-operation with the leading merchants of the city, and it was such a success that the merchants say they will be glad to have it put on again regularly at least two or three times a year. Several of the larger merchants say their business was on such a largely increased scale on that day that they could have done much more business had they been provided with more help. As it was, several of them put on additional members of the staffs in anticipation of increased sales, and their anticipations were more than exceeded.

The Edmonton Bulletin last month published a sixteen-page advertisement of a "Made-in-Canada" sale for the James Ramsey Department Store, and had to run a page and a half of the copy over to the next day. The advertisement, which the Bulletin staff believes is the largest ever published in the province, was worked out with the manufacturers by G. H. Tyndall, a well known advertising man of the Canadian North-West, now with the MacLean Publishing Company, Toronto, and most of the advertisements were written by E. W. Gibberd, advertising manager of James Ramsey, Ltd. The idea was conceived by the advertising department of the Bulletin, whose business manager is M. J. Hutchinson, whose fertile brain and never-failing energy have won him many triumphs.

The Toronto Daily Star is publishing The Diary of a U-Boat Commander—Captain Hans von Tuebinger, who was in charge of one of the Kaiser's busiest submarines. He was engaged to a beautiful Norwegian girl, the sister of one of his college chums. Last June he torpedoed a vessel en route from Gothenburg, Sweden, to Hull. The explosion of the torpedo killed many of those on board, and von Tuebinger discovered that among the victims were his sweetheart and her brother. Driven insane by this tragic discovery and the daily destruction of vessels and human life, von Tuebinger leaped into the sea from the conning tower of his submarine and was drowned. Among his belongings was found the diary which The Star has secured for publication through the New York Herald.

TORONTO DAILIES' CIRCULATION

FOUR of the six Toronto dailies have published their circulation figures for August, the first month since the two-cent price went into effect. All show decreases. The Globe (morning) fell back from 92,405 to 87,853, or four and nine-tenths per cent.; the Mail and Empire (morning) from 85,359 to 76,035, or ten and nine-tenths per cent.; the Telegram (evening) from 98,812 to 83,669 or 15 and three-tenths per cent., and the Star (evening) from 98,615 to 78,807, or 20 per cent. Neither the World nor the News publish their circulation figures.

It is interesting to record that the Star figured on a 20% loss when the decision to raise to the 2-cent rate was made.

CASHING IN ON FAIR WEEK

MORE than one publisher in Canada has made Fair Week contribute to his coffers by special advertising, but not many have equalled in enterprise or success the London Free Press whose advertising manager, H. B. Muir, is "on his job" as few advertising managers are. Mr. Muir sends PRINTER AND PUBLISHER the following letter, designed to "tip off" others to a good idea:

We send a copy of a double page spread

which we put across for three consecutive days.

The idea was to make Fair Week in London a double attraction. Success is best evidenced by the enthusiasm of the merchants themselves who will not have to be solicited next year.

Most every city and town of any importance in Canada has a Fair. The idea of special bargains for three hours during the mornings of Fair Week, while not original here, is worth copying. We know from experience.

The Fair was the greatest success ever and the merchants did the greatest business in their history during the Fair season.

Testimony to the success of the Free Press's enterprise was contributed by the London Advertising Club, which addressed the following letter to the Free Press.

The committee of members of the London Advertising Club and retail merchants organized to make fair week in London a big annual shopping event, are very gratified at the success of the campaign.

The retail merchants responded to the appeal of the committee loyally and enthusiastically. The plan was successful. Previous records were broken beginning at 9 o'clock on Monday morning.

As the week progressed business rapidly increased. The committee believes the enormous cash possibilities of fair week to London merchants has been amply demonstrated.

The essential spirit of co-operation so cheerfully given by all will live and grow. It will help to make London a bigger and better shopping center. It will lend new zest and



Inside page of a well-conceived folder issued by The Windsor Evening Record, featuring comments by sister newspapers on The Record's silver anniversary in May last of Windsor's incorporation as a city. The Record was established as a weekly in 1860, and as a daily in 1890.

THE appeal of the French Wounded Emergency Fund appeared last month in nearly 300 weekly newspapers in Manitoba, Saskatchewan and Alberta.

TWENTIETH ANNIVERSARY SOUVENIR NUMBER

Gerard tells all he knows about what happened in Berlin

JAMES W. GERARD, former American Ambassador to Berlin, is telling the world the inside story of happenings at the German Court up to his departure early in 1917. The story covers not only the relations of the United States with Germany, but those of other allied and neutral countries.

World-wide interest has been aroused by the revelations of Gerard. He confirms many Allied reports of German duplicity and gives information for the first time that can come only from one associated with other court circles.

Leading newspapers only one in each city—are now printing the Gerard story, a chapter a day. Ottawa people are reading it in The Evening Journal, which has the exclusive publication rights.

Most Ottawa People
Read either The Evening Journal or
The Morning Journal-Press

MANY read both. Try both yourself. They are distinct newspapers—produced by separate staffs—each with distinct editorial pages. The Journal Dailies have the 24-hour Associated Press wire, of course, and many other supplementary news services.

TWENTIETH ANNIVERSARY SOUVENIR NUMBER

USE JAMIESON'S VARNISHES AND PURE PREPARED PAINTS

and be sure of perfect results

R. C. JAMIESON & CO.
LIMITED
Established 1858
MONTREAL VANCOUVER



DOMINION RUBBER SYSTEM

(Canadian Consolidated Rubber Company, Limited
and Associated Companies)

Head Office MONTREAL

Everything in Rubber

including

Fleet Foot Sporting Shoes,
"Merchandise," "Dominion," "Jacques Cartier"
and "Maple Leaf" Rubber Shoes
and Dominion Tires

28 Service Branches, including Halifax, St. John, Quebec,
Ottawa, Toronto, Hamilton, London, Kitchener, Fort
William, Winnipeg, Regina, Vancouver, and at other large
centres throughout Canada.

Dominion Express Money Orders

THERE IS NO BETTER
WAY TO PAY YOUR
OUT-OF-TOWN
ACCOUNTS

On sale in all Dominion
Express Offices

RATES	
\$5 and under	3 cents
Over \$5 to \$10	4 cents
Over \$10 to \$20	5 cents
Over \$20 to \$50	10 cents
Over \$50 to \$100	15 cents
Over \$100 at other rates.	

E. G. Hachborn & Co.

Style-Craft
TAILORING CLOTHES

Officers' Uniforms and
Equipment

Wholesale

50 YORK STREET
TORONTO
CANADA

TWENTIETH ANNIVERSARY SOUVENIR NUMBER

Compliments of

John M. Garland Son & Co. Limited

WHOLESALE DRY GOODS

45 to 51 O'CONNOR ST.
146 to 152 QUEEN ST.

OTTAWA
CANADA

J. Oliver & Sons Limited

Wholesale Manufacturers
of
FURNITURE
and
WOOD SPECIALTIES

Established - 1862
Incorporated 1889

Office and Plant: Oliver St.
OTTAWA

TWENTIETH ANNIVERSARY SOUVENIR NUMBER

T. E. O'REILLY LIMITED

Importers and Dealers in Chemicals
Drugs, Fertilizers and
Spray Materials

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For 40 years Arm and Hammer
Brand garments have stood for high
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with the famous triple-stitch, giving
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Arm and Hammer shirts are made
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strong buttons.

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Buy Matches as you would
any other household commodity
—with an eye to Full Value!

When you buy EDDY'S
Matches you receive a
generously filled box of
SURE, SAFE LIGHTS

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Eddy's "Silent Parlor"
Matches

J. W. Short as a Type Designer Has Few Equals

An Old Countryman Who Has Learned His Business Thoroughly—
Assistant Foreman at 19 - Now Layout Man with the Mortimer Company

AMONG the foremost typographers in Canada, and one whose work has frequently been reviewed in **PRINTER AND PUBLISHER**, is Joe W. Short, of Ottawa, with the Mortimer Company.

at the early age of 13, and when 19 years of age was acting as assistant foreman. He never liked a purely executive position, however, and drifted back to the case.

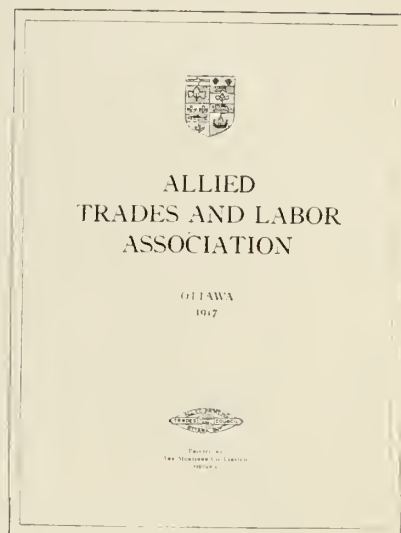
Since coming to this continent, some 12 years ago, Mr. Short has been compositor, layout man, foreman, estimator, and superintendent in different shops.

After having worked in different capacities in some of the best Toronto houses, he removed to Galt to take charge of the *Galt Reporter* job office as mechanical superintendent. After a short sojourn there he went to Brantford, in a similar capacity. Since leaving Brantford he held the position of estimator in a leading Montreal house, and was superintendent of the Federated Press. He is now with Mortimer Co., of Ottawa, Montreal and Toronto, in the Service Department as layout man.

Mr. Short is a graduate of the I.T.U. Technical School, also Honors Grade Certificate of British Technical Schools; and has won several prizes in open typographical contests; and had the honor of having his work hung at the Exhibition in New York about five years ago. When the Technical Classes started in Toronto, Mr. Short was instructor in typography up to the time of leaving that city.

As a type designer, Mr. Short has few equals, and is a finished artist—this on the authority of a fellow typographer in the first flight, Harry W. Leggett.

Mr. Short's position, however, does not depend on the testimony of another, no matter



Very pleasing handling of title page by Joe W. Short, Ottawa. Original was 9" x 12".

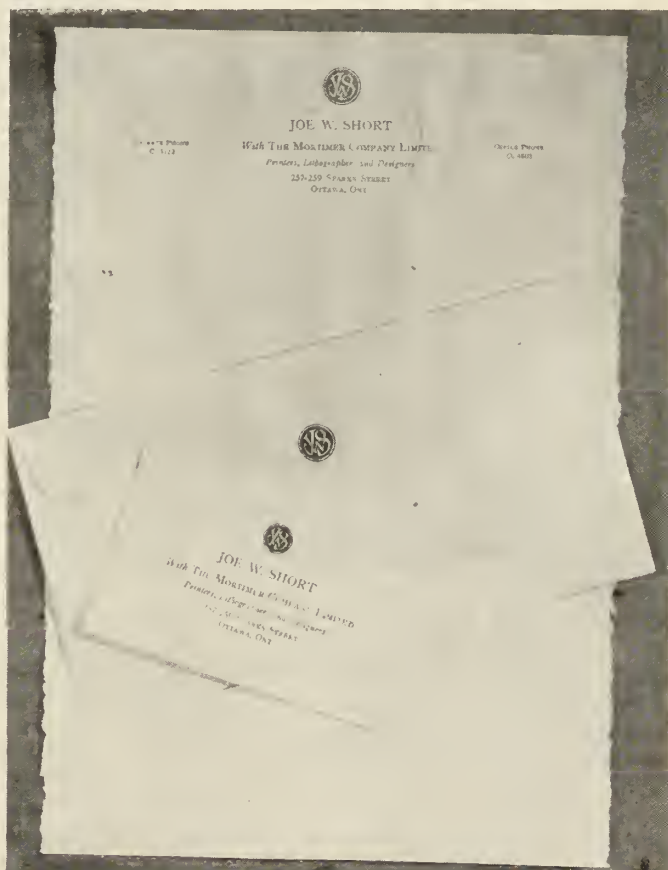
how competent he may be to pass judgment; but rather on his work; and the witness of his work accompanies this brief sketch of Mr. Short's career.



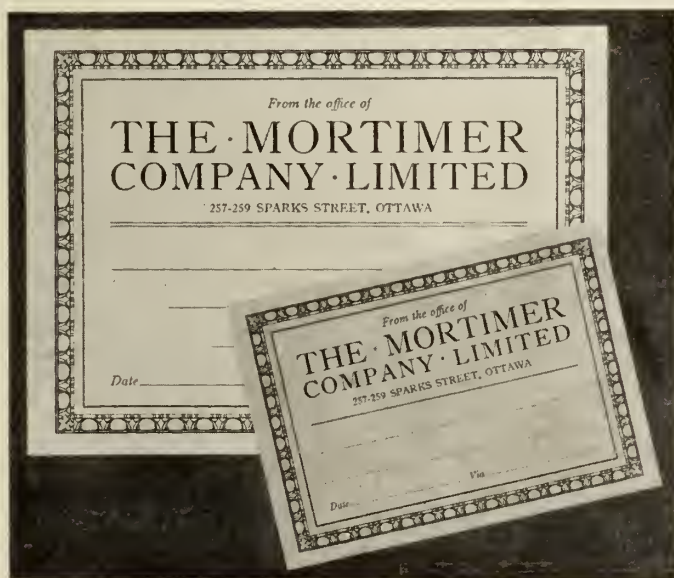
JOE W. SHORT

Typographer, with The Mortimer Company, Ottawa. Examples of Mr. Short's work accompany this brief sketch of his career.

Mr. Short learned the printing trade in the Old Country in one of the best stationery shops, where he had the advantage of having to work for a term in different departments, and came under the personal jurisdiction of one of the most skilled display typographers. He started



Joe W. Short's own stationery. A fine quality of hand-made paper is used, of the size now so popular among those who desire their stationery to have distinction and pleasingness in combination (7 1/4 x 10 1/4)—a two-fold size. The monogram device in letter sheet, envelope and card, is done in burnt orange. This touch of color adds much to the general effect of perfection and taste.



Two shipping labels by Joe W. Short, typographer with The Mortimer Company, Ottawa. These labels are set entirely in the Mono-type 21E series. Like all Mr. Short's work, these labels combine dignity and style, and are instantly suggestive of education.

Technical Education for British Printers

Important Movement by the London County Council

—J. C. Smail's Report and Suggestions

A REPORT has been presented to the London County Council by J. C. Smail, who has been investigating the present position of the printing industry, the means of training for boys and men, and present provision of technical instruction in Great Britain and abroad, and the result of his labors take the form of a folio volume of fifty or so pages. Mr. Smail says that:—"The present position of printing education in London has been reached by a steady and progressive movement extending over a long period, in the course of which very much valuable work has been done in the training of students for their occupations. The time appears, however, to have arrived for a definite policy of expansion, and such expansion can be efficiently and economically secured only by action arising out of the consideration of the question of London and its printing schools as a whole."

The report contains a great mass of information and tabulated figures of much interest to all interested in the technical training of the printer in London and the provinces, and gives particulars of the equipment and methods of a number of Continental technical schools. In connection with the preparation of the report, Mr. Smail visited various schools at home and abroad, and the report includes the results of his investigations as to the facil-

nic, be invited in order to develop their printing departments into one central "School for Printing" for London, which should be situated in the heart of the printing industry.

(e) That two subsidiary printing schools be developed in London, one in the north and one in the south; that the school in the north be developed from and incorporated in the work of the Aldenham Institute; and that the school in the south be developed in the existing school at the Camberwell School of Arts and Craft (Camberwell).

(d) That the Central School of Arts and Crafts (Holborn) do develop printing in its highest branches as a section of the existing Book Production school, with a limited number of selected students of artistic skill and ability, and that facilities be given for passing on such students after preliminary training from the other schools.

(e) That the printing departments proposed to be amalgamated in the fore-going resolution (b) be developed in the School for Printing for London in a central position.

(f) That, upon the completion of the scheme of amalgamation, the work of the printing departments in the St. Bride Institute and the Borough Polytechnic should cease, and arrangements made for the transfer of all machinery and equipment to the proposed School for Printing.

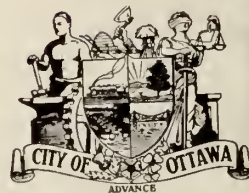
(g) That adequate provision for a subsidiary printing school to develop from the Aldenham Institute be sought in the north, either in the Islington area, or in the proposed North Western Polytechnic.

(h) That a joint standing conference be appointed for the proposed School for Printing, the School of Photo-engraving and Lithography, the subsidiary schools in the north and south, and the Central School of Arts and Crafts, to consider, separately and in consultation with the Book Production Consultative Committee, developments of equipment, new classes, courses of public lectures, exhibitions, advertising, etc., relative to the printing trades generally.

(i) That the report by the education

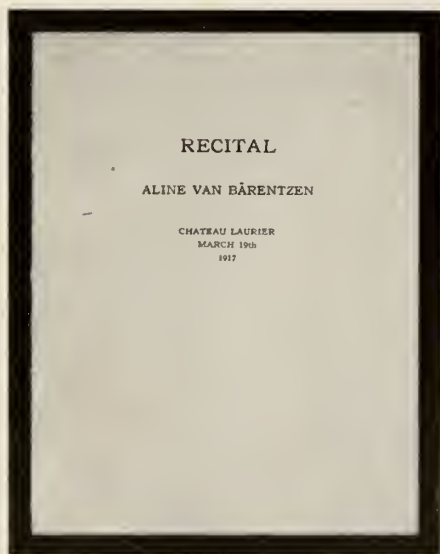
officer submitting a report by the organizer of trade schools for boys on training and employment in the printing trades, be placed on sale."

Mr. Smail is of opinion that such a group of schools as has been suggested, three mainly commercial in type, and one for the higher developments of the artistic side, should naturally draw together as much of the work connected with book production in every form as possible. Bookbinding, lithography, book illustra-



**Applied Trades
and Labor
Association
Ottawa
1917**

Cover of souvenir publication designed by Joe W. Short. The stock used was buff in color. The flowing initial was done in burnt orange, the rest in black, thus securing a rich effect. The hand-lettering is excellent, and the whole treatment admirable.



Refined composition by Joe, W. Short, Ottawa. Note the dignity of this job, secured by severe simplicity, the use of a pleasing type face, in capitals; the graduation of type size; the absence of punctuation, and rule work; the happy placing of the composition above centre.

ities provided for technical education in the printing trades in France and Germany.

The report recommends:

(a) That the development of technical training for the printing trades is a matter of urgent importance.

(b) That the co-operation of the three main central institutions in London, the St. Bride Institute, the Regent-street Polytechnic, and the Borough Polytech-

tion, engraving, wood-cutting, writing and illumination, etching and mezzotint, and poster design, should naturally be grouped in connection with these schools. A policy has been suggested by which the Central School of Arts and Crafts should deal with only a limited number of students, developing the highest type of work, which would lead it to include in its curriculum all the processes mentioned; correspondingly the proposal would lead to the exclusion of classes for machine minders, warehousemen, proof readers and ordinary journeymen, whose work is of a more mechanical nature. The subsidiary schools in the north and south should have an applied art section, and their work should not be in any sense an attempt to cover the same wide range as in the central school, but they should limit their work to applied art for printers, bookbinding, lithography, and possibly book illustration and poster design.

* * *

The foregoing will be read with much interest by many British-born printers now in Canada.

Passing of The Vancouver News-Advertiser

Once the Most Reliable Newspapers in British Columbia—J. S. H. Matson Bought it in 1910
—The Early History of the Paper

Reprinted from *The British Columbian Federationist*

VANCOUVER has lost its senior newspaper. This fact is to be regretted, inasmuch as it means the passing of a real pioneer institution, never having missed an issue in over 30 years.

The *News-Advertiser*, when under the managing-editorship of Hon. F. Carter-Cotton, had the distinction of being the most reliable journal in British Columbia. His policy was to publish the news without any coloring or "playing it up," as it were. If the editor had any comment to make, he made it through the editorial columns. Of course, this is called nowadays "mossback" journalism, though the writer holds it to be the correct method.

Another distinction the *News-Advertiser* had was its voluminous reports of the proceedings of the provincial legislature—so much so that it was nicknamed the "Hansard of B. C."

A NEW POLICY AND A NEW LIFE

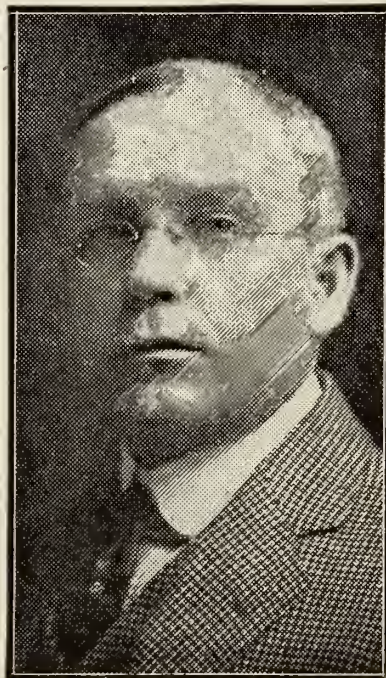
On the eve of the land boom (in 1910), the paper was purchased by J. S. H. Matson, of Victoria, who was proprietor of the *Colonist* of that city—as well as the *Nanaimo Herald*. Then the policy of the *News-Advertiser* was changed, and took on a new life. Although always Conservative in politics, it became more so than ever—for it imported an editor from 'way back east. The tone of its editorial were of the old school of Toryism, brimming over with Sir John A. Macdonald's "national policy," and wherever it was possible to give the news a political coloring, it did so. Something quite different from the old times. The *News-Advertiser* became a real orthodox Tory publication. So long as the Conservative party was in power at Victoria it got a lion's share of government "pap." But when this was cut off, it was placed in circumstances where it must, sooner or later, give up the ghost. And British Columbia, being democratic and opposed to Toryism, coupled with that of hard times, the *News-Advertiser* lacked sufficient support. No publication can exist on wind alone. Hence the dissolution of the *News-Advertiser*.

THE PAPER'S EARLY HISTORY

It may be of some interest to review the early history of the *News-Advertiser*. On May 8, 1886, the *Advertiser* made its bow to the public, owned and managed by John Hay, with "Billy" Macdougall as editor and reporter. The office was on Powell street, opposite to where the Europe hotel now stands in the triangle made by the C.P.R. tracks. The staff comprised: John Hay, owner-manager-pressman; J. J. Randolph, foreman; "Jerry" Maxwell, W. E. Peck, W. B. Miller, Cal. Phillips, E. K. Sargison, printers. Everything was lost in the fire.

The *Morning News* appeared as a daily June 1, 1886. Harkness & Ross, publishers. W. Rogers and Percy Whitworth, printers. The office was situated on the west side of Abbott street, between Water and Cordova streets. After the fire, the

News was printed in the *Columbian* office, New Westminster, and brought over to Vancouver by Charles Queen's stage. The partnership was dissolved, and the *News*



C. A. ABRAHAM

Who was largely instrumental in bringing about the merging of the Vancouver *News-Advertiser* with the Vancouver *Sun*, of which he was and remains business manager. Mr. Abraham is a constructive force. The *Sun* will be a 7-day paper, the only morning paper in Vancouver.

resumed publication in a small one-storey building, about where the Manitoba hotel now stands on Cordova street.

TWO PAPERS MERGE

The *News* and *Advertiser* amalgamated in the spring of 1887, F. L. Carter-Cotton becoming proprietor. After consolidation the office of the new *News-Advertiser* was on Cambie street (now rear Dominion building). In 1890 it removed to northeast corner of Pender and Cambie streets. In 1907 it removed to northwest corner of Pender and Hamilton streets.

Among the pioneers of the staff were: J. Kerr, R. G. Gosnell, W. A. Calhoun, Col. Wornsnop, J. Powell, G. F. Pound, Sr., D. Jamieson, J. Wright, Harry Dodds, Robt. Holloway, Geo. Bartley, Nicola Schou, Thos. Spink, W. S. Armstrong, J. A. Clark, W. M. Waters, W. G. Gallagher (superintendent), W. A. Pound (ex-reeve of South Vancouver), and others.

THE FIRST PAPER IN THE WORLD

In April, 1910, the *News-Advertiser* changed hands, J. S. H. Matson purchasing same. John Nelson became manager, and S. D. Scott editor. Later A. Lineham was appointed manager, whose successor was P. J. Salter. The plant was removed

to Pender street (its present location), opposite the World building. It may be said in passing that the *News-Advertiser* was the first in the world to use electric power in a printing office.

John Warren, the veteran news and job press specialist of Western Canada, arrived in Vancouver in 1889. He had heard of the proposed new street car system for this city, which was to have been horse cars. He wandered around the streets a bit. Seeing the "new" *News-Advertiser* building, he mistook it for the street car stables. On enquiry he found it was the spot he was looking for. Geo. Pound, sr., the pressman, was there, wrestling with the 1888 Christmas number of the *News-Advertiser*. This was in the month of February. The Christmas edition was still in press. Coal oil lamps were used to keep the presses warm. F. L. Carter-Cotton never attempted another special edition.

THE VANCOUVER DAILY SUN

WITH the purchase of *The News-Advertiser* by the Vancouver *Daily Sun*, one of the most important changes in the western field has been completed. The consolidated paper will be published seven days a week and appears certain to become one of the most substantial enterprises of its kind in Canada.

It has long been realized that the morning field in Vancouver was not sufficient to sustain two newspapers. One morning, with two published in the afternoon was sufficient. This condition led up to the publication, in *The Sun* of September 1, of the announcement that it had purchased the plant, good-will and mailing lists of *The News-Advertiser*. "It will," said the statement, "publish a larger and better paper, daily and Sunday, thus covering a wider field with a vastly larger circulation." This deal leaves the Vancouver *Daily Sun* with an exclusive morning and Sunday franchise, and the only seven-day paper in Canada.

On the last day of August, *The News-Advertiser* published its valedictory from the pen of J. S. H. Matson. "I have sold *The News-Advertiser* to The Sun Publishing Company," he wrote. "It has been known for some years that one morning paper would fully supply the demands of the city of Vancouver, and I am sure that The Sun Publishing Company will make a special effort to meet the requirements of the constituency in every essential particular."

The News-Advertiser was the first morning paper in Vancouver and is the fourth oldest in the province. It came into being in 1887, as an amalgamation of *The News* and *The Advertiser*. These papers were born when Vancouver was known as Gastown.

The Vancouver *Daily Sun* was founded six years ago and soon won recognition. But, during the last few years it became increasingly evident that Vancouver could not maintain two morning papers. A year ago C. A. Abraham, who had been manager of leading Canadian papers, went west. He had been most successful in the east and *The Sun*, in securing his services as business manager, soon had control of the field. His ripe experience in the more progressive dailies was, perhaps, a considerable influence in bringing about the consolidation. Since coming to Vancouver he had devoted his energies to bringing about the change, recognizing

that, while the city was a good field for one morning paper, and two afternoon papers, the publication of four would mean financial bankruptcy. Mr. Abraham will be manager of the new consolidated *Sun*.

During recent months the news department of the paper has shown marked development, under the guidance of H. A. Stein, who now occupies the position of news editor of *The Sun*. With the improved conditions there appears to be every reason to believe that the paper will soon become one of the most valuable on the coast. Many of the former staff of *The News-Advertiser* are now employed on *The Sun*.

The Sun will be published from the office of *The News-Advertiser* on Pender Street. The subscription rate will be \$6.00 a year in city and suburbs, delivered; by mail \$4.00 a year. Wm. D. Ward, Tribune Building, New York, will represent *The Sun* in the eastern field. Application has been made for A. B. C. membership.

In assuming the exclusive franchise in Vancouver, *The Sun* pays for the new telegraphic service a higher figure than any other daily newspaper in Canada, with one exception. To put it another way, *The Sun's* assessment is double that of the *Toronto Globe* or *Mail*.

ROOSEVELT JOINS A NEWSPAPER

THE Kansas City *Star* has announced that on October 1 Theodore Roosevelt became a member of the staff of the *Star*, and that he will contribute regularly by wire his comment on current events.

Colonel Roosevelt in commenting on the new affiliation said:

"It is quite true that I am to write continually for the *Star*. I shall also continue to write a monthly article for the *Metro-politan*. I shall continue, as heretofore, to make my home in Oyster Bay."

The Kansas City *Star* was for many years edited by the late Colonel William R. Nelson, who made it one of the most influential papers in the country. It has been progressive in its policies and noted for its independence of newspaper custom.

Since the outbreak of the war the *Star* has stood for everything Senators Stone and Reed have opposed, so that in joining its forces Colonel Roosevelt is once more invading the enemy's country.

WILLISON SUCCEEDS LYON

WALTER A. WILLISON has been named as the representative of the Canadian Press, Limited, with the Canadian Army in France.

Mr. Willison succeeds Mr. Stewart Lyon, of the *Toronto Globe*, who is returning to Canada after six months' meritorious service. Mr. Lyon went to the front with the understanding that his period of service would be for six months, when a successor to him would be named. Mr. Willison as the representative of the *Toronto News* in London for two and a half years, visited the British, French and Canadian fronts on many occasions, and is familiar with conditions in the zone of hostilities. He is the son of Sir John S. Willison, till lately editor of the *Toronto News*, and previously managing editor of the *Globe*. He returned to Canada some time ago, and since the organization of the Food Controller's office in Ottawa has been in charge of publicity work for that body.

S. Roy Weaver, managing editor of the *Toronto Daily News*, has been appointed to undertake the duties of publicity agent in the Food Controller's office. This post was formerly held at a salary of \$4,500 per annum by Walter Willison.

MILITARY HOSPITALS COMMISSION

What is being done for Canadian soldiers who return from Europe is set forth lucidly, interestingly, and commendably by the Military Hospitals Commission of Canada. What a Disabled Soldier Should Know is the caption of a card which it is hoped is being thoroughly distributed among returned men; and it is to be hoped, is being distributed among soldiers before ever they leave Canada. It is to the everlasting credit of Canada that she is giving her disabled soldiers such magnificent assistance to fit them for self-sustenance. This assistance is complete,—including the repair, to the fullest possible extent of the soldier's body; a pension; three months extra pay after discharge; free occupational training; character-training; help in finding employment; help to get land and till it, and so on.

Publishers do a national service when they make as widely known as they can just what Canada is doing for her disabled soldiers.

H. J. PETTYPIECE WRITES LAURIER

THE following open letter to Sir Wilfrid Laurier has been written by H. J. Petty-piece of the *Forest Free Press*:

Forest, Ont., Sept. 6, 1917.

Right. Hon. Sir Wilfrid Laurier,
Ottawa, Ont.

Dear Sir,—On reading your letter to Mr. Frank Wise, secretary of the Win-the-War League of Toronto, which appeared in the press on Aug. 22, I wrote you asking you to say what course you would take in the event of your being returned to power; whether you would enforce the Militia Service Act as expeditiously as possible, or would you refer the question to the electors in the form of a referendum. To this very proper question you refuse to give a definite answer. In your reply to my second request you say:

"I do not know what words I can use to make my position more clear and more definite than I have already made it. I have declared that I am against conscription, that I would have the matter referred to the people through a referendum, that I would loyally abide by the result and urge all people to accept it in the same way. This is my first and last word upon the subject, and I leave to all Liberals full liberty to follow their own views if they cannot agree with me."

If this means anything it means that you will, if returned to power, resort to the referendum before doing anything to aid the Canadian forces now in France. Accepting this as your answer, I am bound to say that I must do all that I can in a legal way to prevent you being returned to power. There are no objections to conscriptions by those of our people who are willing to do all in their power to help win the war, and I cannot support any candidate nor any leader who is not willing to do all that he can to help those who are fighting for the freedom of

humanity, or who would in any way delay that help.

The Military Service Act, recently passed by the duly constituted Parliament of Canada, merely provides for carrying into effect the provisions of Militia Act, Revised Statutes of Canada, 1906, when you were the head of the Government of the day. Any delay in bringing it into operation adds to the number of lives that must yet be sacrificed before the war is won, and talk of a referendum now is nothing short of disloyalty. You have to-day (perhaps more than any other Canadian) the opportunity to unite all our people in a genuine "win-the-war" policy, if such a thing is at all possible. This can be done only by all loyal citizens uniting in support of the Military Service Act. The immediate need of such united action is so urgent and so imperative that I cannot give my support to any leader about whose intended line of action there is a shadow of a doubt. Will you, therefore, in the interest of all that we, as a people, love, cherish and respect, make it clear whether you will enforce the Military Service Act or not, should you be returned to power. Until you make this clear you do not deserve the support of any win-the-war Canadians. Yours respectfully,

H. J. PETTYPIECE.

Mr. Pettypiece was a former Liberal member for his riding, and continues to take an active and intelligent interest in matters political and economic.

WINNIPEG FREE PRESS OUT OF POLITICS

JOHN M. DAFOE, editor of the *Winnipeg Free Press* made the following announcement in the columns of his paper:

"For the duration of the war, the *Free Press* is out of party politics. It knows only Canada and her perils and it recognizes only one duty—that of serving the country with a whole souled devotion. In the coming Dominion election the *Free Press* will be happy to extend its power and influence to support any candidate who is placed in the field by a bona fide union convention, representing all elements in population devoted to prosecution of war, to support a national win-the-war government, which is going to be formed in spite of all scheming politicians, corporations and variegated influences to force a party fight upon the people of this Dominion.

"The *Free Press* will not be concerned respecting any such candidates, with anything beyond his attitude towards the war. It will make no difference to it whether he is in politics Liberal, Conservative or Independent; in religion, Protestant, Catholic, Hebrew, or Mussulman; in race, white, red or black. Nothing counts or matters in these times but getting on with the war."

REGINA LEADER

THE *Regina Leader* describes itself as "the paper with the Western viewpoint." Its platform is embraced in the following published statement of its position and service:—

Is leading the fight against the Canadian Profiteers.

Demands not only conscription of men but conscription of money and materials.

Has fought, practically single-handed, against the iniquitous C.N.R. steal.

Stands for fixed prices for the neces-


saries of life, including flour, beef, bacon, sugar and coal.

Stands for decent pay and equal pensions for the men in the trenches.

Stands for National Government in the fullest sense of the terms as opposed to National Government as dictated by a party caucus.

commercial wires are now supplied direct over the private wire. The papers which receive the new service are the *Times-Star* and *Globe* in St. John; *Gleaner* and *Mail*, Fredericton; *Transcript*, Moncton; *News*, Amherst; *Mail* and *Echo*, Halifax, and three Quebec dailies. So far, only

INAUGURATION OF THE CANADIAN NATIONAL NEWS SERVICE



Monday, Sept. 3, 1917, an important date in the history of the Dominion by reason of the opening of leased wire services, operating day and night, linking up for the first time the daily newspapers of East and West from remote Cape Breton to Vancouver Island. This great national development brought about through the united action of Canadian daily publishers with the cooperation of Sir Robert Borden and the Dominion Government.

LEASING OF THE SERVICE
The leasing of the service was effected by the Dominion Government, which has agreed to lease the service to the Dominion Government for a period of five years, at a cost of \$50,000 per annum. The service is operated by the Canadian Press, Limited, which has agreed to operate the service for a period of five years, at a cost of \$50,000 per annum. The service is operated by the Canadian Press, Limited, which has agreed to operate the service for a period of five years, at a cost of \$50,000 per annum.

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C. O. KNOWLES

The new general manager of Canadian Press, Ltd., which is now giving Canada a very complete national news service. Mr. Knowles has been connected with Canadian Press, Limited, for some time. His offices are in Toronto. He is a widely known newspaper man.

The above appeared as a full page in The Winnipeg Free Press to announce the inauguration of the new national news service. E. H. Macklin, president and general manager of the Free Press, was indefatigable in his labors to bring about the nationalization of Canadian Press, Limited. The text of the above page was an exposition of the new service.

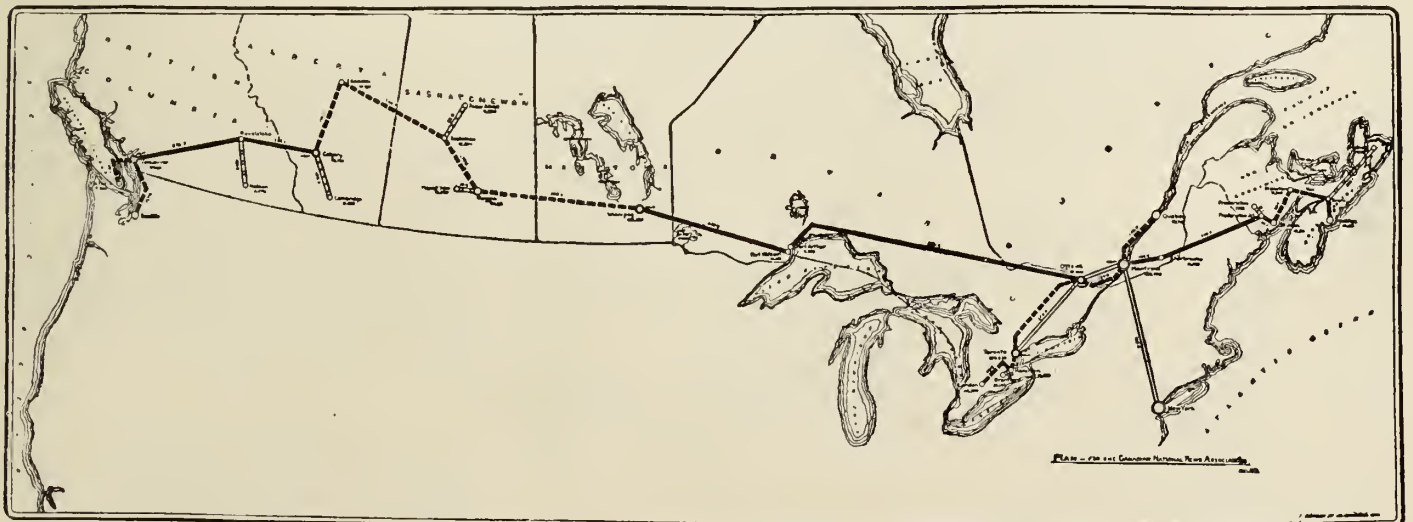
Stands for a square deal for the Western producer at the hands of the Eastern capitalist.

Stands for "Equal Franchise," and is opposed to the disfranchisement of sections of Canadian men and women by a misrepresentative parliament.

C.P. SERVICE IN EASTERN CANADA

THE new leased wire service for the afternoon papers of the lower provinces was inaugurated as part of the national news service of the Canadian Press on Labor Day. The papers, which formerly secured their news service over the C.P.R.

one operator is used in each city where there is more than one paper, the other paper being served by messenger. The new arrangement has resulted in greatly augmented news service for the afternoon papers. The morning papers of Nova Scotia also are sharing in the national news service but, as they already had the leased wire service in operation, the change has not been of such importance to them.



Map showing the leased wire service of The Canadian Press, Limited. The heavy black line indicates the "gaps" which have now disappeared, being closed by the \$50,000 Dominion grant. These gaps were St. John-Montreal; Ottawa-Winnipeg; Calgary-Vancouver. Now all Canada is linked up by a leased wire service, operating day and night, from Cape Breton to Vancouver Island. Inclusive of day and night wires, Canadian Press, Limited, operate nearly 12,000 miles of leased wire, which will employ upwards of 80 expert telegraph operators. The cost of operating this service approximates \$400,000 per annum, and this sum is certain to grow larger. The service looks forward to the inauguration of new and direct cable service from London, and possibly to an "All-Red" inter-imperial cable news service.

PAPER SITUATION IN CANADA

BOOK, writing and bond papers maintain prices in spite of present slackness of business. One manufacturer has stated that he is fully prepared to close down his mill rather than cut prices. He maintains that his raw material and labor are costing him so much that he can not sell his product at a less price without loss, and that he does not intend to do so.

The opinion among manufacturers of these lines of paper seems to be that, while there is a present slackness and considerable paper is being offered by the salesmen of United States mills at very low prices, yet this condition is only temporary and will be righted as soon as surplus stocks are used up. Until manufacturing costs begin to recede, it is their opinion that no decline in price can be expected, and, as there is no immediate prospect of a break in that direction, quotations will be maintained.

Members of the Newsprint Manufacturers Association report increased production for the month of August. 99.5 per cent. of the maximum was produced, as against 89.3 per cent. in August, 1916, a net gain of 150 tons a day. While shipments during August were larger than during July, the per cent. of maximums shipped was only 97.2 per cent., against 97.9 per cent. in July, which situation is represented by an increase in stocks on hand at the end of the month of approximately 4,000 tons.

NEWSPRINT IN THE UNITED STATES

THE fight for 2½-cent newsprint in the United States continues. The Government, as is known, is obtaining the newsprint it requires at 2½ cents—this by arbitrarily fixing the price at which it is to be supplied. And it has been pointed out that, as a result of this rate the Government will save \$500,000 on its contracts for paper from the period from March 1, 1916, to March 1, 1918.

When the old contracts ran out, a contract was awarded for furnishing paper to the Government Printing Office at 3 cents a pound, the contractors being required to furnish such quantity as might be needed during the period of contract, from March 1 to September 1, 1916. The estimated quantity was 300,000 pounds.

But the contractor, the Republic Bag Company, of New York, refused to furnish all the paper wanted, and the Public Printer was forced to buy an extra supply at 5.9 cents a pound. The Government is now suing the Republic Bag Company to recover \$11,792, the extra price the Government had to pay.

When the Public Printer invited proposals on 400,000 pounds of newsprint paper, early in 1917, fixing a maximum price of 2½ cents a pound, of the thirty-three firms asked to submit bids, only three responded, the lowest bid being 4 cents a pound.

As is well known the International Paper Co. is regarded as the arch-factor in boosting prices on newsprint, and in setting the market.

The Federal Trade Commission gave its decision on August 15, that the increase over 2½ cents a pound was "not justified, nor is the price of 3 cents a pound a fair and reasonable one for newsprint." The Commission estimated that a price of 2½ cents a pound would give the International a margin of approxi-

mately \$5 a ton, or over 10 per cent. profit.

The battle for the 2½-cent newsprint is not yet won, for the nation's newspapers, but, as already stated, the fight continues.

NEWSPRINT IN GREAT BRITAIN

THE newsprint situation in Great Britain is not growing worse, though prices remain high. Although the Royal Paper Commission of Great Britain had fixed no prices for newsprint paper up to September 1, it has appointed from its own number a body known as the disputes committee, which has taken up complaints of high prices made by consumers.

In settling complaints between certain large consumers and large suppliers, the



GEORGE H. MILLEN

President of The E. B. Eddy Co., paper makers, Hull. Mr. Millen is in his 79th year, and is one of the remarkable group of old men, still active, identified with the paper industry in Canada.

disputes committee fixed for the months of April, May, June and July a price of 8¼ cents a pound for newsprint.

An interesting development of the recent lifting of the Swedish embargo on sulphite pulp to Great Britain is the strong effect that the Swedish pulp interests are making to regain their business in the United Kingdom. During the period of the embargo, almost two years, British paper makers have forgotten their antebellum prejudices against Canadian sulphite and in recent months have been using it in great quantities.

The Swedish pulp manufacturers have become alarmed over the possibility of the permanent substitution in Great Britain of Canadian for Swedish pulp and are making large price concessions to the British paper interests in order to regain their old trade.

As a result, newspaper publishers of the Island Kingdom are looking forward happily to a considerable reduction in the price of newsprint paper in the near future.

SULPHITE

THE Exports Administrative Board of the United States has announced a list of commodities whose conservation is necessary on account of the limited supplies

available in the United States and the needs of the nation in manufacturing war materials.

Sulphur, so necessary in the manufacture of newsprint, is placed upon the embargo list, but exports of this commodity, in reasonable quantities, to Canadian paper mills will, it is believed, be permitted by license, in spite of the fact that the supply is said to be limited.

NEW BRUNSWICK SULPHITE MILL

THE plant of the New Brunswick Sulphite Fibre Company of Millerton, N.B., has been completed and is now in operation with a large crew of men employed. For the first few months the output will be limited to sulphite pulp and it is expected that by that time the plant will be ready to undertake the manufacture of paper. J. D. Volckman, formerly of the New Brunswick Pulp & Paper Co., Ltd., is in charge of the new plant.

THE FIRST ON THE COAST

THE Rainy River Pulp and Paper Company, whose mill is at Port Mellon, Howe Sound, B.C., has commenced the production of kraft pulp. This company is the first of its kind in the Pacific Coast, and marks the commencement of new, and what promises to be an extensive, industry for that section of the Dominion, which has hitherto been confined to the eastern provinces of Canada. The plant has been changed from a soda paper mill to a kraft pulp and paper plant, and that accomplished in record time. The plant was purchased by the Rainy River Pulp and Paper Company from the previous owners on February 1, 1917. In less than four months the company has effected an efficient and capable organization headed by James Beveridge, who is in full charge of the plant, with Norris Hooper, former chemist of the Dryden Company, as night foreman. The plant is thoroughly equipped for the production of kraft pulp as well as the finished paper. Under the Pulp Act of the British Columbia Government the company is assured, at a very nominal tax, ample supply of pulp wood for thirty years' operation.

NEWSPRINT IN FRANCE

The interministerial press committee of France has been advised that Norwegian print paper manufacturers have cancelled their contracts, invoking as a pretext Force Majeure in the shape of German submarine blockade. A similar step has been taken by the Swedish manufacturers on the ground that the export of print paper has been forbidden by the Swedish government. As the French newspapers draw fifty per cent. of their supply from Scandinavia it is foreseen that they very shortly will be obliged again to reduce the size of their sheets.

NEWSPRINT ENQUIRY

A MEETING was held on Tuesday, the 2nd day of October, at the City Hall, City of Ottawa, to consider accountants' statements of cost of manufacture of newsprint in Canada, and to hear evidence concerning the manufacture, sale, price and supply of newsprint paper within the Dominion of Canada.

Pointed & Pointless

BY SIX-POINT BILL

THE Committee on Rumors say that the coming Dominion elections are to be conducted without the usual printed voters' lists. As one who has mixed up in parliamentary elections for several moons back, I think this, if true, is a huge mistake. The public mind is befogged, and, to put it plainly, is distrustful. Anything that will add to the distrust might culminate in national blunder. Preparation of voters' lists in the past 40 odd years in Ontario developed largely into how many of the opposing votes the politicians of the two old political parties could keep off the lists. And I presume the same is true of the other provinces, from what I read. Still with these drawbacks, the citizen had an even chance if he or his friends were alert; if not his name did not appear. But under the system the Committee on Rumors hint at, every citizen will be at the mercy of a bunch of partizans. In view of the world's unrest, it is a statesman's job to keep the ship of state upon an even keel. The expenditure of a small sum of money to print the lists as before, will be found money well spent. The public press should discuss the lack of the printed voters' lists with the Executive of the nation, not to embarrass these men, but as a national duty.

* * *

The conscription of men for overseas threatens to play hob with the printing industry employees. One Toronto daily, which strongly supported conscription, it is said, has endeavored to bring pressure upon the authorities to relieve it of the threatened loss of 10 men in one of its departments. How the other departments will fare is not hard to guess, since most of its staff are young men. One job office in the same city, already hampered by previous enlistments, is threatened with a loss of a third of its staff. I presume this state of affairs exists in most print shops in the country. Printing is one of our most important industries. The interests that are dove-tailed with it, such as paper mills, ink-makers, oil, machinery, glue, glycerine, cloths, blankets, dyes, metals, telegraph, and the thousand and one things that go to the make-up of a piece of printing, newspaper or otherwise, makes a gigantic problem in national economics a serious disturbance in the fourth industry of the nation.

* * *

I have persistently pointed out for the past couple of years, the absolute necessity of printers investing in automatic machinery wherever possible. Many have done so, and many printers hesitate. The war has depleted the print shop perhaps as much as any of our industries. To supply the loss in labor unit, the iron man must be employed. Even after peace is restored, the shortage of human labor will be felt for half a generation. For we must remember that the entire English-speaking world is now involved in war. It is the duty of every one in the printing trades to encourage bright boys to apprentice themselves to the art preservative. Good wages and the best of conditions are assured the boy who takes up the printer's art. The average earnings of the printers of North America for several years back exceeded those of any other of the organized trades. The composing room has long since earned the name of "the poor man's university." And poor, indeed, would have been the world if it were not for the bright minds that have graduated from the printer's case. The power of the printing press! Statesmen seek its aid; thrones totter; the wrongs of the ages are righted; despots give way; the hovel is changed to the home; the productivity of man increased; the wooden



"Maka da Mon!
No needa advertiza"

sticks have given place to the tractor plow! Who is ashamed of his calling—not the printer!

* * *

The fellows who enjoy the front name of Bill somehow or another always have problems on their hands. Willie Hohenzollern just now as busy as a yeller dog full of fleas. And the humble Bill who writes this has to stir up the dandruff on his rapidly balding pate for a word or two to say about the other Bills who are at present in the public eye. Bill Hanna has as nice a job as a preacher who has 17 factions in his church—and the choir an added attraction, as the showmen say. Your humble servant has a crow to pick with the Food Controller. I never expect to pick any other kind of a bird honestly—for most of my friends keep a watch dog or locks on the chicken-coop doors. What I've got to say to the Hon. Bill, is, please put the emergency break on the narty or parties who are or may be responsible for the daily menu appearing in certain newspapers. Bill's "shall-nots" only whet up the tastes of one who has developed an abnormal appetite in the newspaper game for two or three decades. The menus talk familiarly about beef-steak and bacon, aristocratic hen-fruit, peaches and cream, oatmeal porridge and the trimmings, cod-fish and canteloupes, apple dumplings, the sweet nectar of the flowers and buckwheat, apple-sass and slap-jacks, corn-cake and black strap from New Orleans. Say, Bill, cut it out; you'll defeat your own purpose. Editors will grow extravagant.

* * *

I was going to let Bill, the Food Controller, go at that. But in an interview with the Canadian Press, Limited, at Ottawa, the day before this was written, my namesake, the appetite-developer, says something about printing and advertisers. The said interview had all the ear-marks of a carefully prepared

document. And one I'm bound to admit I agree with in many important ways. But as to the advertising end of it, we are likely to have a word or two in season. Mr. Hanna complains in the main that advertising cost has a lot to do with the increased cost of the food of the people. Let's get right down to brass tacks on that point. As the head of a household, I know that advertising sets the lowest price to the food I have to buy. If one advertiser says in one part of the daily paper I read that flour, forbidden beef, bacon and hog products in general can be purchased at less money than in some other store, stern necessity compels our household to investigate and to find out, and I have found for a great many years that advertising has kept the prices of food, clothing and our other necessities at the lowest price they can be purchased at. On a road-side market outside of Toronto food can be purchased with the middle-man eliminated. And I'm told by one who visited this road-side market that a farmer's wife, a non-advertiser, asked, without a blush, 5c a cob for corn. Now if that farmer's wife had advertised that she was selling corn at 5c per cob does the Food Controller for a minute think that the would-be purchaser would have consumed two gallons of gasoline to visit that wayside market? In Toronto, where corn was advertised, it could be purchased for from 20c to 25c per dozen. And on St. Lawrence Market, where it was not advertised, the prices ran from 25c to 35c per dozen. The reader may say that these are extreme cases. Let us see. It is part of my duty to travel occasionally between Toronto and New York state points and Toronto and Chicago and intervening points. In a New York state city—about the middle of the state—one night I purchased an evening newspaper from a newsboy in front of my hotel. Casually my eye was called to a food ad. I read this. Prime ribs of beef 18c per lb. Bacon 33c. Eggs 33c. Now, I investigated that. I found that the beef came from Canada, and was advertised in Toronto at 28c for the same cut; and Canadian bacon was advertised and selling in Toronto at 50c. Eggs were also advertised in Toronto at 48c. I merely quote these prices to prove that advertising cannot be charged with the "high cost." On the other hand, if the Toronto newspapers would reproduce the advertisements of New York state cities, incidentally those of Kansas City, Mo., the printing press that Mr. Hanna blames for the high cost of food, would eliminate some of the efficient, and inefficient, middlemen whom the Food Controller complains of. The inefficient never spend a cent in advertising, and should be producers, where stern necessity of an overcrowded occupation might compel them to advertise. If Mr. Hanna wants to find out who controls the fruit situation in Toronto and other cities and towns, I would recommend that he go to the fruit market (incognito) at the foot of Yonge Street, Toronto, and he will find that recent residents of the Island of Sicily have a thing or two to say. He will find that he'll pay as much for a few baskets of fruit in this wholesale market as he will in the up-town fruit stores of these gentlemen. In other words, he will pay two middlemen's profits, the importers' and the retailers', and it is alleged by those who are supposed to know, that certain of these Sicilian gentlemen get something for which no real labor is exchanged. Of course, it is superfluous to say that the aforesaid gentlemen do not indulge in advertising nor printers' ink. And if Mr. Hanna were an advertising salesman, and canvassed one of these merchants from the blue Mediterranean, he would get reply: "Maka da mon; no needa advertiza."

COSTLY GOVERNMENT PRINTING

DEPLORABLE waste of the people's money during war time by the Dominion Government is alleged in a report presented to Parliament last month by Col. Currie, chairman of the printing committee. The committee charges that "some members of the public service entirely forget that printing costs money," and points out that the printing bill has increased from \$1,274,870 in 1913, the year before the war,



The front cover of booklet issued by The Mortimer Co., Ottawa, to promote the use of printed matter. The upper portion (head) of the figure was cut out, thus adding to the attention-getting value of this publication.

to \$2,401,913 in 1917. A number of money-saving changes have been made during the year, but more are needed. The fisheries department publishes "Works of a highly technical character," dealing, for instance, with the life history of some fly which fish are eating, which the report says "do not interest one person in a hundred thousand." This has not ceased during the war and more of the same kind of books are now on the press. The trade and commerce reports duplicate those of the Department of Customs, "wasting thousands of dollars annually." Blue books are being loaded up with illustrations which are apparently put there for no other purpose than to spend the people's money. The report says that "of the scores of illustrations in the Royal Northwest Mounted Police report, not more than eight or ten are really germane to the text."

The printing committee disputes a claim

of the Deputy Minister of Justice that satisfactory reductions in his department's printing bill have been obtained. Some of its reports are "full of trivial details." One "could be reduced fifty per cent." The Director-General of Public Health is charged with indefensible extravagance in printing material of a technical character borrowed from medical journals. The Mines Department, which the committee thinks should have suspended its publications when war began, increased its expenditure from \$41,338 in 1912 to \$134,907 in 1916. The serious charge is made that the different departments are printing maps for their own purposes without regard to duplication or standardization. "In fact," says the report, "we have a deluge of maps." The Indian Affairs report should take 160 pages instead of 472. The Conservation Committee has sent to the committee no report of what it is doing to conserve money. The committee says it should reduce its reports to a minimum. Quantities, indeed, of nearly every Government report could be reduced, thus saving 70,000 pounds of book paper.

The report suggests the formation of an editorial board consisting of three members of the civil service, with plenary powers to "cut" all copy, so as to reduce the size of bluebooks. It is also suggested that Canada should have a statistical department, instead of having all departments dabbling in statistics, and that maps should also be made by one department.

WITHDRAWS FROM PLATE BUSINESS

THE American Press Association has withdrawn entirely from the "plate" business, in which it has been engaged for the past thirty-five years, and will hereafter devote itself exclusively to its advertising department, which represents 6,132 smaller city and country newspapers in the national advertising field.

The Western Newspaper Union, with headquarters in Omaha, Neb., acting under authority granted by the courts, has purchased the A.P.A. plate and photo-news business, and theatrical department, and will continue the service without interruption.

The plate business in Canada has likewise been abandoned, temporarily at least, by one company engaged in this business—on account of the high cost of metal and the non-profitable character of the service, and it looks as if publishers will have to depend more on themselves for needed matter, and this should mean better business for those selling typesetting machines.

LOCAL PRINTERS MENACE

THE Vegreville *Observer* invoked the protection of the Transient Traders By-Law in the case of the solicitation of local business by the R. J. Lovell Co., Toronto, and laid a charge against the representative of that firm, which it afterwards withdrew when it was established that the Lovell representative was acting as the agent of a local firm. In commenting on the incident the *Observer* says:

"It may as well be put in right here, that the agency referred to did not exist until after we had 'sicked' Bill onto Mr. Barbour. Without questioning motives in the least, we do not hesitate to affirm that

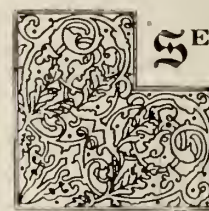
the 'agency' was a frame-up arranged for no other purpose than to save Mr. Barbour a heavy fine or to beat the town out of its lawful license fees."

The case is certainly interesting.

TORONTO MASTER PRINTERS' LUNCHEON

SEPT. 26, the Toronto Master Printers' Association extended a complimentary luncheon to the younger members of the association, in the Carls Rite. President Rutter said it was the most successful gathering of young men in the history of the organization, and complimented the membership committee on its success. R. T. MacLean of R. G. MacLean & Co., presided. Seated at his side was Secretary McBride. Atwell Fleming, the first speaker, said that he belonged to the association not for what he could get out of it, but for what he could put in, and was heartily applauded. He appealed to the younger men to take hold. Harry Patterson of the Miller & Richard Type Foundry urged the substitution of something else for the so-called estimate. Incidentally he remarked that architects and engineers charge for estimates. He further urged standard prices for what is known as standard work. Mr. Tressidier of Hunter Rose & Co., talked of salesmanship and the relation of the salesman to the executive or employees of the printing houses, and urged the getting together of the salesmen of Toronto for mutual advantage and for the better feeling of competitors. Mr. MacLean announced that the next gathering would be in November. Notices will be sent to the membership.

What Is SERVICE Anyway?



SERVICE is simply doing things for people.

You will hear a lot of talk about service, and a lot of promises made in the name of that much abused word; but it all simmers down to simply doing things for you in the way you want them done and at the time you want them done.

That is our definition of service, and if we are favored with your business we propose to do everything possible to live up to it.

We could print words by the thousand without adding anything of value to this statement.

Our business is PRINTING and its volume is steadily increasing. We turn out work a little better than the ordinary, perhaps a little better than may seem necessary.

Try us next time you need Office Stationery.

THE CABRI CLARION

ROSS & PENNIE, PROPS., CABRI, SASK.

Live envelope stuffer produced by the Cabri Clarion. Original was in two colors. The text of this message has a fine ring to it.

Printer & Publisher

Published on the First Wednesday of Each Month.

WM. POWELL - - - Business Manager
JOHN C. KIRKWOOD - - - Editor

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CONTROLLED NEWSPAPERS

EX-AMBASSADOR GERARD, in his "Four Years in Germany," says as follows: "All newspapers in Germany are subject to control as in no other country. In the first place, their proprietors are subject to the influence of the "Rat" system, as is every other German, and the newspaper proprietor whose sons perhaps enter the army, whose daughters may be married to naval officers or officials, and who seeks for his son's promotion as judge, states attorney, or the like, has to be very careful that utterances of his newspaper do not prevent his promotion in the social scale or interfere with the career of his family and relations. Since the war, while a preventive censure does not exist in Germany, nevertheless a newspaper may be suppressed at will, a fearful punishment for a newspaper, which, by being suppressed for, say, five days or a week, has its business affairs thrown into the utmost confusion and suffers enormous direct loss. Many of the larger newspapers are either owned or influenced by concerns like Krupps. For instance, during this war all news coming from Germany to other countries has been furnished by either the Overseas or Transocean Service, both news agencies in which Krupps are large stockholders. Smaller newspapers are influenced directly by the government."

Canada has numerous "controlled"

newspapers—by "big interests," by department stores, and by corporations. We all know this, wink at it, sometimes defend it, and wish we owned the newspaper. Yet, when it comes to Germany, we are enraged at the thought of a "controlled" newspaper.

Editors who are not controlled, or muzzled, or bought can render Canada a service of tremendous and lasting value by arousing the people to a knowledge of how things stand in Canada; and they have right now a good time to begin, for there is abroad everywhere a "house-cleaning" spirit and purpose. Party politics, profiteering, corruption, and malignant selfishness are becoming odorous. Would that we could make them odious, as well. Our chests swell, our eyes gleam, our brow is noble, when we talk and think and declaim about the Canada that is to be; but how can we have a Utopian Canada with controlled and shameless newspapers, and with a public that acquiesces in a controlled press? On editors a great and lofty task is imposed—the teaching and guidance of the Common People in the direction of purity of life and high achievement.

LIBERTY BOND SALE

THE United States lags behind Canada in its perception and use of advertising for government war loan flotation, and publishers themselves have contributed to perpetuating the condition of obtuseness.

The United States people are emotional. They can, by the aid of newspapers, be put in a frenzied condition of mind. When war against the Central Powers was declared, patriotic fervor possessed people and publishers alike, and many publishers were willing to give their white space freely to get recruits and money. They did not ask the grocer, and the butcher, and shell manufacturer and railways to be equally and similarly free with their wares, and in this they showed themselves not wholly mentally unbalanced. And in the United States, as in Canada, there are thousands of persons probably willing to give away somebody else's money and property; and these men—some of them—are legislators, in the Congress and Senate of the United States; and they have been very friendly to the idea of having newspapers give their space free to the Government; and in this view they have been aided and abetted by numerous publishers.

In 1918—for it takes time to acquire knowledge and get the sleepy dust removed from one's eyes—the publishers of the United States will have learned something; and so, too, will the United States Government, and less dependence on free publicity will be placed; and publishers' white space as a commodity will be understood better, and will be paid for. In the meantime, the infant days must apparently be passed through, and the lesson learned that the right way to float a war loan is to advertise it, and pay for the space, treating the whole matter as a business proceeding. It is to be hoped, however, that the American Newspaper Publishers' Association will not follow the example and policy of the Canadian Press Association, and interfere, for selfish ends, with the Government's liberty and desire to employ the services of advertising agencies in the usual way and on the usual terms.

We are all learning fast and much during these momentous days of gigantic en-

deavor, and both our wisdom and our ignorance, our selfishness and our bigness, are being tested. The good thing about it all is that, through travail and through our pocket books we are learning better; and it is earnestly to be hoped that what we learn at such high and fearful cost will abide with us for individual and national cleansing.

EATON'S ADVERTISING

THE Eaton advertising is getting into daily and weekly newspapers that aforetime declined to insert this advertising, and in some cases the publishers frankly state, in their own columns, that the reason is that local merchants will not support the local newspaper adequately.

The publisher is often in a most trying position; he wants to be loyal to his own community, and yet he must make both ends meet. If local merchants will not give him the necessary encouragement, by the purchase of his white space, to remain loyal to his own community, then the publisher may have, for self-protection, to accept the advertising of the big mail-order houses.

Perhaps the publisher is blameworthy along with the local merchants for the advertising apathy; he may have done little to foster or implant the advertising spirit; he may not be doing what he can to make local merchants' advertising effective; he may not try very hard to set up advertising attractively; he may be producing so feeble a newspaper that advertising in it is pretty nearly wasting money.

On the other hand, the dullness and fossilized condition of local merchants may be heart-breaking and almost hopeless; and the publisher may have to wait until a few big funerals have taken place before a new era will be ushered in.

One thing should be very clear to both publishers and local merchants, namely, the more a community shops with mail-order houses, the poorer the community must become as a trading territory. The salvation of a country weekly or a small city daily is a great volume of local trading, with its accompaniment of local newspaper advertising; and a good local and tributary population. The foe of local trading is the metropolitan department store with its highly-organized mail order department. The centralizing of buying in big centres is bad for community growth and prosperity; and a community without busy local trading centres declines in half-a-hundred different ways.

The presence of the Eaton or Simpson advertising in a small city daily or country weekly newspaper is a pretty reliable sign of community retrogression; and this applies to Saskatoon just as it does to Thessalon.

Publishers should ask themselves the question: Is the failure of local merchants to advertise due to me and my failure to develop local retail advertising? This question, for the majority of publishers, must be answered in the affirmative. When the answer is Yes, the clear duty of the publisher is to correct his own shortcomings.

Town development is a subject the publisher can profitably agitate and provide education on, remembering that whatsoever a publisher sows, that shall he also reap.

ADVERTISING PLUS MERCHANDISING

THE war loan advertising campaign, to be launched by the Federal and Saskatchewan Governments are to be accompanied by very thorough merchandising work. Newspaper publicity will be accompanied, aided and made effective by personal solicitation and by sound organization among banks and bond houses. For it has been at last recognized that publicity alone won't and can't secure the best results. Advertising must be preceded and followed up by sound preparation and follow-up work.

This same reinforcing work has characterized numerous press campaigns since the war broke out. The Ontario prohibition campaign, Y.M.C.A. campaigns for funds, campaigns to raise money for Red Cross and patriotic purposes, the current campaign in Ontario in connection with food conservation—all have been accompanied by diligent personal solicitation and thorough advance organization.

A lesson is contained in this for publishers and retailers. A retailer cannot depend on the mere purchase of newspaper space to make his advertising productive. Yet this is what many do. They do not prepare in advance, nor do they follow up this advertising with aggressive personal solicitation—in their stores and out of them.

The lesson to publishers is that they should teach space-buyers that aggressive, carefully-planned and well-sustained merchandising must accompany advertising if desired results are to be obtained.

At last it is being recognized, in a big way, that advertising in and by itself is no wizard, and is limited in its efforts and operations. Publishers and business managers should make their canvassers for advertising to know that space-buying and good copy are not sufficient, but that merchandising must accompany advertising.

PUBLISHERS' DISBELIEF IN ADVERTISING

CONSCRIPTION in Canada would probably not have been necessary had recruiting been well handled at the beginning. Had the proposed advertising campaign for recruits been carried out two years ago, and had the advertising been accompanied by the strongest possible solicitation work, the needed reinforcements would probably have been secured.

But two years ago, had the recruiting advertising proposed by the Canadian Press Association and the advertising agencies, been entered upon, the certain thing is that it would have failed sadly, because there were no well-conceived or well-organized plans prepared to back up the advertising. Press advertising was to be relied on almost solely.

We have learned much about advertising in the last two years, but we have not learned all; and much of what we have learned many of us will forget—and will require repeated lessons, costly ones, to learn permanently the great truth. And among the slowest and poorest learners are publishers—the very class of men who should learn quickest and deepest, and who should be the exemplary propagandists of efficient publicity. For publishers as a class are the poorest and smallest users of publicity to sell their own wares. If a man were to canvass

Canadian publishers to-day, from Sydney to Victoria, to support a big, broad, sound, long-visioned and sustained advertising campaign to promote the larger and wiser use of newspaper publicity, he would be resisted in every direction, and even by the big men publishing metropolitan dailies. They would hate like Sam Hill to put up \$100 or \$1,000. Their minds might consent, but not their wills.

There is retribution always for sinning against truth and light. The publishers of Canada are getting much less advertising than they might have because of their unfaith, and because they are not organized in a big way in big, broad and deep propaganda work.

But we're learning.

A REASON FOR ADVERTISING

PRINTER AND PUBLISHER has heard that the business manager of a Canadian metropolitan daily wrote a non-advertiser, one whose business is greatly desired, that he, the business manager, had been able to have suppressed certain news about the desired advertiser's business which, if published, would have done that desired advertiser much harm.

There you have it! Many firms advertise to muzzle the newspaper. It is even being said that the great amount of advertising being done by the Dominion Government is muzzling the editors of many newspapers carrying the advertising. Certainly it is hard for a newspaper to be very venomous in its attacks and criticisms when it is being pap-fed. It sounds like the fable of the dog that bit the hand that fed it, of the snake that bit the bosom that warmed it. One hears that the big department stores have a ghostly figure who hovers over the editor, and directs his pen. Ah, well! We're human beings, and we need the money; and honor doesn't pay very well after all. Of course, we can break loose on perfidious Germany and rage over the wrongs of Belgium, because Germany is far away; and anyway, we don't get any money from Germany. And if we cry out loudly and long enough, "Stop, thief!" we can perhaps divert suspicion from ourselves. It doesn't much matter, until the Judgment Day, how much wrong we do, or how we sin or trespass against Conscience, Honor, the People, and our Neighbor; and perhaps when the Judgment Day comes for us, we'll have been converted; and perhaps there's no God and no Hell, anyway.

So if we want advertising from some firm that we can slug, and injure, let us make the fact known to that firm, and see if our bluff and blackmailing will get results. And if we are advertisers and sinners against the Decalogue, let us seek out the newspapers that can be bought—with a contract. It's Prussian, of course, but Prussianism is all right—if you can get away with it. Hurrah for Canada!

THE PAPER THAT IS NOT WANTED

THE *Montreal Daily Mail* has suspended. It is a class of paper which should never have come into existence. It has been financed to a great extent—if not entirely—by contributions from Montreal financiers. When will financiers learn that such a policy is very unfair to the legitimate old-fashioned publications? They create unnecessary and often nasty competition and are seldom successful.

In most cases where a rich man gives

money to establish or help a newspaper it can be put down to vanity, or to serve some ulterior object. There are, of course, some exceptions. Sir Joseph Flavelle sank nearly half a million trying to put the *Toronto News* on its feet. He had the money, made in a fortunate investment outside of his business. He decided to give that money for the public good, and he tried—with the aid of an equally public-spirited man, Sir John Willison—to make the *News* a university for the masses, and it was conducted strictly on these lines. The same cannot be said of the *Montreal Mail*.

It is rather an interesting coincidence that M. E. Nicholls, the promoter and conductor of the *Mail*, prepared a report on the Newspaper Postal Situation in Canada. He singled out trade and technical papers for attack, saying they should not be allowed newspaper postal rates as they were of no public service. When the public were telling Mr. Nicholls his spoon-fed product was not wanted, the public of Canada, the United States, Great Britain, Australia and India, as represented by their Governments were calling on the trade and technical editors and showing them that their papers were indispensable in these times of stress.—*The Financial Post of Canada*.

PRICE MAINTENANCE

AT THE annual convention of the Dominion Board of the Retail Merchants' Association, in the Windsor Hotel, Montreal, recently the following resolution was adopted:

"Resolved: That it is the opinion of this convention assembled that if the manufacturers who place a retail selling price on any article of merchandise make no proper provision to see that the price so fixed is properly maintained, and that such goods are used by the illegitimate price-cutters as 'bait' to attract customers in order to sell them other lines, that the retail trade should insist that the manufacturers leave the retail selling price off the same."

"That we believe that it would be in the best interests of legitimate retailing if manufacturers who manufacture trademarked articles with the intention of selling them at a certain retail price would have said retail price incorporated as part of their trade-mark, and that the executive be requested to deal with this matter, and, if necessary, have the Trade-Mark Act so amended as to comply with the same."

* * *

This resolution has interest to PRINTER AND PUBLISHER readers in view of the amount of attention the subject of the manufacturer's right to fix retail prices has had in our columns.

OWNERSHIP OF NEWSPAPERS

AT THE big Western political convention held in Winnipeg a few weeks ago, one of the resolutions passed was as follows: That all newspapers, magazine, trade journals and other periodicals publishing articles designed to influence public opinion shall be compelled from time to time to publish sworn statements setting forth the names of the owners, managers, editors, stockholders, bondholders and of any other persons having an interest in such newspaper, magazine, trade journal or other periodical.

GOVERNOR CONSULTS TECHNICAL EDITORS

At the invitation of Governor Whitman of New York State, nineteen men, editors and representatives of nearly fifty per cent. of technical papers, attended a luncheon conference at the Executive Mansion, Albany, recently. The purpose of Governor Whitman in bringing these men together was the discussion of many of the important questions which have been brought to the front by the entrance of the United States into the war, and by the prospects of that country's being an active participant for a prolonged period.

Each of the guests briefly outlined in turn the conditions in the trade or industry served by his publication in the present abnormal situation, and made suggestions as to how the Governor of the State of New York might initiate or develop measures to cope with the immediate or prospective emergencies.

The trades and industries represented included iron and steel, transportation, engineering, coal, building, mining, hardware, electrical utilities, lumber, machinery, machine tools, textiles, dry goods, automobile vehicles of all kinds, upholstering laces, women's garments, china, glass, etc.

PRINTER AND PUBLISHER'S object in giving prominence to this consulting of editors of technical newspapers is to make some understand better the nature, quality, and worth of the work being done by the business and technical press. There are influential men in Canada—among publishers of daily newspapers, in the Canadian Press Association, and holding official positions at Ottawa, who pretend to scoff at business papers as being publications of no value or importance, and would, if they had their way, deny them second class mailing privileges, and load on them all the deficits of carrying printed matter mailed as second class matter. Yet one never or rarely reads of governors and others high up calling together the editors of daily newspapers to obtain from them opinions and counsel in times of crisis or of great opportunity.

Editors of daily and weekly newspapers perform a service of incalculable value to the State and there is need to attempt to establish this proposition, but the editors and publishers of business and technical papers are not always given credit for being equally serviceable to the State. Because they are fewer in number, and perform their work in a rather quiet—almost obscure—way, it ought not to be concluded that they are of minor value or influence. And it is adding insult to injury when their publications are called "just manufacturers' catalogues."

Ignorance and venom have done business and technical papers great injury and injustice, but it is to be hoped that a new appreciation of the value and service of the business and technical press will be one of the good fruits of the present war, with its liberation of minds, its bursting of prejudice, and the freshly aroused spirit of neighborliness and mutual interest. Antagonisms and the Junker spirit are supposed to be peculiarly German qualities; but one has found the Prussian spirit well developed in Canada. Will it remain and flourish in Canada after peace comes? Will the business and technical press continue to get the kicks of John Ross Robertson and some others?

BANK ADVERTISING

THE London *Free Press* gave up three free columns in a recent issue to an article entitled, "How Advertising has Taken the 'Dig' Out of Bank Dignity." Doubtless the intention was to break down some of the starched stiffness of financial men in their attitude towards newspaper advertising. Banks advertise, it is true, but often the copy is drab and stereotyped. Bank advertising can be made interesting in the extreme, and it is certain that when a new generation provides the presidents and general managers of our banking institutions, the copy will "loosen up," and will have educational and tonic value, and will sell what a bank has to offer in large measure.

To-day the average bank manager interests himself but very little in his customer's affairs except when the customer becomes a borrower; and even then the banker's interest is narrow. To-morrow, the banker will assist his customer in new ways—will help him collect the debts owing him; will consult with him about his buying; will co-operate with him in selling; will advise him about the cost of doing business, will teach him in many directions: will work with him to acquire a substantial margin of capital. Banks will do all this because it will pay them to do all this—and for no other reason.

This wonderful to-morrow can be brought a little nearer by publishers' publishing articles of the right sort—such as that the London *Free Press* published; for even the dignified banker can be made over, made modern and progressive and aggressive, by the potency of advertising. So let publishers speed the coming of the day that will put comforting dollars into their pockets.

AN INTERNATIONAL ANTHEM

*My Country, 'tis of Thee,
Sweet Land of Liberty,*

Of thee I sing.

*Land where my Fathers died,
Land of the Pilgrim's Pride!*

*From every mountain side,
Let freedom ring!*

*God save our gracious King,
Long live our noble King,*

Long may he reign.

*Send him victorious,
Happy and glorious,
Long to reign over us.*

God save the King!

*Two empires by the sea,
Two nations great and free,*

*One anthem raise,
One race of ancient fame,
One tongue, one faith we claim,
One God, whose glorious name
We love and praise.*

*Now may the God above,
Guard the dear land we love,*

*Both East and West,
Let love more fervent glow,
As to our work we go,
Our ties yet stronger grow,
Blessing and Blest!*

Sung at the banquet of the 75th Annual Session of the Sons of Templars held in Boston last month, at which were present many Canadians.

The first cargo of news print paper from the Harmsworth Mill in Newfoundland for the American Newspaper Publishers Association's paper committee arrived in New York on August 9.

PROFIT-SHARING

RECENTLY Frank Seaman, head of the great advertising house which bears his name, did some private figuring on the increased-cost-of-living problem.

He discovered that the necessities of life were costing the average salaried man or woman upwards of 35 per cent. more this year than last.

In an announcement to his staff of two hundred, about a month ago, Mr. Seaman said:

"I have been doing some figuring on the matter of the welfare of the men and women who render each day such valuable, faithful, and honorable service in this agency, and I find that you are the victims of an injustice which we propose to rectify. Everything that you buy to-day costs you much more than it did a year ago. The purchasing power of your earnings has decreased perhaps 35 per cent. To some this must mean a very serious setback. Of course, no one is suffering, but I know that you are not able to save as much money now as in the past. To me this seems unfair, and I feel that we should square matters as best we can.

"Therefore we have appropriated the sum of \$60,000 which has been divided among the employees of Frank Seaman, Inc., on the basis of length of service and other considerations, and before we go to this show to-night I wish you would each call at the cashier's window and receive a check which is waiting there for you."

The delighted and justly appreciative employees found checks awaiting them ranging from \$300 or \$400 to several thousands of dollars granted to salaried men long in the establishment. Stenographers received such amounts as \$500. A bootblack received \$375.

EATON'S IN REGINA

THE T. Eaton Company has purchased Dominion Park, Regina's athletic grounds, for \$100,000, and will erect a distributing warehouse on the property. This spells advertising for western papers, and smaller incomes for many western retailers on whom local publishers must depend for revenue. One wonders how the gained and lost revenue will compare one with the other.

NORTHCLIFFE IN CANADA

THE Hon. Charles Murphy, commenting upon Lord Northcliffe's presence in the Dominion Commons Chamber on the occasion of his Lordship's visit to Ottawa last month, said that Lord Northcliffe's intrigue had wrecked the Liberal party in England, displaced Asquith and placed some Tories in the cabinet. He added: "Were it not that the closure rule limits me to 20 minutes in which to speak, I might associate Lord Northcliffe with some very recent political events in this country—particularly in the newspaper line. However, I may have an opportunity at a later stage to elaborate upon that matter."

Mr. Murphy left the subject. It was declared that he had reference to the attitude or attitudes of the Manitoba *Free Press* in respect to the Liberal party and the question of national government. It is rumored at the capital that Lord Northcliffe is buying the *Free Press*.

MEMORIAL SERVICE

JOURNALISTS of London, England, assembled in large numbers recently within the famous St. Bride's Church, which, standing near Fleet street, its graceful spire overlooking the famous thoroughfare, has long been regarded by them as their own spiritual home and place of worship. The occasion was a memorial service for their colleagues, relatives, and members of the Press Club who have fallen on "the field of honor" since the commencement of this devastating war, and few services of the kind have been seen of a more impressive character or marked with more devotional solemnity.

This was, indeed, to be expected, for the majority of those in the congregation were closely touched by the prayers, the music, and the Bishop of London's sermon. The music contributed by the organist and choir of St. Paul's Cathedral, and by Madame Kirkby Lunn, was supremely affecting. The service was honored by high official recognition.

The officiating clergy were the Bishop of London, the Rev. W. P. Besley (Minor Canon and Sub-Dean of St. Paul's), the Vicar of St. Bride's (the Rev. W. C. Heat-on), and the Rev. H. Dredge.

SOLEMN MUSIC

Before the service the band of the Irish Guards, under Mr. Charles Hassell, played Sullivan's "Thou'rt passing hence, my brother," and the Andante movement from Tchaikowsky's "Symphonie Pathétique." Notable were the singing by the choir, consisting of boys from the London College of Choristers, augmented by members of St. Paul's choir, under Arthur Fagge (of the London Choral Society), of Sullivan's exquisite anthem, "Brother, thou art gone before us," the rendering by choir and congregation of Kipling's "Recessional," Madame Kirkby Lunn's beautiful singing of "O Rest in the Lord," followed by the Dead March from "Saul" and the sounding of the Last Post, and, finally, the stirring strains of the National Anthem and "Onward, Christian Soldiers."

AN HONORED OCCASION

The official representatives were received by Colonel Lord Burnham, James George, chairman of the club. The Prime Minister was represented by William Sutherland, his private secretary, and the Earl of Derby (Secretary of State for War) by Sir Reginald Brade, Secretary to the War Office. The Newspaper Press Fund was represented by C. Stewart Caine, vice-president, and T. McDonald Rendle, member of the Council; the Institute of Journalists, by J. L. Garvin, Herbert J. Cornish (secretary), and S. J. Sewell (secretary of the London district); the National Union of Journalists, by W. P. Walshaw, E. S. Hill (Press Gallery), and J. Oddy; the Society of Women Journalists, by Miss M. F. Billington (president), and Miss G. Hargreaves (member of the Council); and the 2nd (Fleet street) City of London Volunteers, by Major Champness and Lieut. Rowland Harris.

MESSAGE FROM LORD DERBY

The Earl of Derby sent the following message to Lord Burnham: "I had hoped to be able to be present at the memorial service at St. Bride's Church in order to show my deep appreciation of the services which the Press have rendered to the cause, but I find I shall be obliged to

ask to be excused, because there is to be an unveiling of a memorial in East Anglia to Lord Kitchener that day. I cannot, in view of the fact that he was one of my oldest friends and that I now sit in his chair at the War Office, bring myself not to go to this ceremony, and I am sure you will understand my reasons in going down to Suffolk on that day. Both officially and in my private capacity I feel that the country owes a great debt of obligation to journalists who have helped us with their sword and their pen, and you will not construe my absence as indicative of any lack of respect on my part."

HONORS FOR PRINTERS AND PUBLISHERS

AMONG the Knights of the new Order of the British Empire, are Herbert Edward Morgan, head of the printing departments of W. H. Smith & Sons, and the Federation auditor, A. C. Roberts, F.C.A.

The Order of the British Empire was instituted by the King in August last in recognition of the manifold services, voluntary and other, which have been rendered both by British subjects and their Allies in connection with the war.

Sir Herbert Morgan, K.B.E., who made his reputation in the printing trade in America, was for some time in charge of Spottiswoode & Co.'s business, and subsequently of W. H. Smith and Son's printing and publicity departments, a position he still holds. On the outbreak of war he placed his services at the disposal of the Government, and was for some time attached to the Ministry of Munitions, in connection with which he organized the Imperial Munitions Board of Canada. He is now hon. assistant to the Director of Employment Exchanges, Ministry of Labor. Despite the calls upon him, Sir Herbert has found time to make more than one contribution to recent literature, dealing with the trade problems the country will have to face in the near future. His published books are: "The Munitions of Peace"—"Our Preparations for the Trade War"; "The Dignity of Business."

Sir Arthur C. Roberts, K.B.E., F.C.A., was the pioneer of scientific costing in the printing trade in Great Britain and is author of the "Westminster System." On the outbreak of the present war, though past military age, he placed his services at the disposal of the Government, and was appointed Assistant Director General Royal Army Clothing Department, the reorganization of which has been due to his energy and business capacity.

The list of the recipients of the New Imperial Honors included also these: Sir Arthur Pearson, Bart., chairman of the Blinded Sailors and Soldiers' Care Committee, to be a Knight of the Grand Cross of the Order of the British Empire; Sir Edward Cook, Joint Director of the Official Press Bureau, to be a Knight Commander of the Order; George Irving Hope, superintendent, printing department, Foreign Office, to be a Commander of the Order; and William Hunt, of the Typographical Association, to be a member of the Order. Lord Burnham president of the Empire Press Union, and Sir Frank Swettenham, G.C.M.G., joint director Official Press Bureau, have had the Order of the Companions of Honor conferred upon them.

BENNET BURLEIGH

It is said that the *Daily Telegraph* never had a more wonderful correspondent than Bennet Burleigh. One of Burleigh's best "scoops" was his interview with Joubert on the eve of the last South African War. The slow troop train by which he was travelling was overtaken by a special, on which Joubert and his staff were going to the front. Burleigh waited until it was just moving out of the station, and then bluffed the stationmaster into stopping it by signal telling him that he had been left behind. The special stopped, and Burleigh got on board. He was congratulated heartily by Joubert on his enterprise, and got from the Boer generalissimo a capital interview.

MAJOR-GENERAL ODLUM

PERHAPS one of the most outstanding figures in the world war is Major-Gen. Victor Odlum, formerly managing editor of the *Vancouver World*. Gen. Odlum fought through the South African war of seventeen years ago, as a private, at that time being but a lad of seventeen. In the interval between the South African war and the present struggle he completed a college course at the University of Toronto, and then went into journalism, at the same time keeping up an interest in military matters. At the outbreak of hostilities he went overseas as a major, but quickly won promotion, and for the past year or more has been in charge of one of the Canadian divisions. Odlum is the man responsible for the inaugurations of the trench raids, the idea being his, and it was under his personal supervision that the first raid was "pulled off."

SOLDIERS' WEEKLY PAPER

PLANS for publication of a soldiers' weekly newspaper in every National Army and National Guard camp beginning with the week of September 30, under the auspices of the National War Work Council of the Y.M.C.A., have been announced by John Stewart Bryan, publisher of the *Richmond News-Leader* and secretary of the American Newspapers' Association, who arranged details of co-operation among many other publishers.

Four thousand papers to each of the cantonments will be furnished; four of these pages to be supplied from the New York office to the co-operating publisher, and the other four pages of camp news to be set up and all the press work done by the local newspapers.

Among the newspapers and publishers who had joined in the undertaking are:

The *Birmingham News*, *Montgomery Advertiser*, *Atlanta Constitution*, *Macon Telegraph*, *Augusta Herald*, *Charlotte Observer*, *Louisville Courier-Journal*, *New Orleans Item*, *New Orleans Times-Picayune*, *Washington Star*, *New York World*, *Boston Globe*, *Trenton Times*, *Topeka State Journal*, *Des Moines Register*, *Chicago Daily News*, *Tacoma Tribune*, *Houston Post*, *Fort Worth Star-Telegram*, *San Antonio Light*, *Little Rock Democrat* and *Oklahoma City Oklahoman*.

President Wilson has cordially endorsed the movement; Secretaries Baker and Daniels have prepared articles for the paper; Colonel Theodore Roosevelt will contribute an article; the best cartoonists, among whom may be mentioned James Montgomery Flagg, will draw for the paper; the best editorial talent and the best sport service will be available.

Making Newspapers More Interesting

American Magazine Editor Tells What He is Doing to Answer Questions That are in Other Men's Heads

THE *American Magazine*, published in New York, has been surpassingly interesting of late, due to a certain editorial policy.

How to make a magazine "different" and appealing is a hard thing, and few editors accomplish it. How the *American Magazine* has achieved its fresh success is revealed in the following editorial statement appearing in a recent issue:

The magazine is edited to answer the questions that keep rising and rising in the average man's head. It is not edited with the idea of trying to force into the average man's head a lot of information which he does not hanker for and cannot make use of.

THE AVERAGE MAN'S WORK

The everyday man, first of all, has to work. He has a salary. He has a future. Therefore he has great curiosity about other people's jobs, including big people's jobs. He wants to find out how these big people got those good jobs, how they hold them.

This is an absolutely natural and wholesome interest which every normal man has. The *American Magazine*, therefore, reaches out and meets it. It gives its readers authentic and specific stories of how other men have got on. And these stories help people. We have wonderful evidence of the fact.

THE AVERAGE MAN'S BODY

The ordinary man has an ordinary body—subject to disease. It is his machine. He has got to make it "last him through." Sometimes it gets out of order because he abuses it. At other times it gets out of order for reasons which he cannot detect and would like to discover. Anyway, the ordinary man has great curiosity about his health. He wants to keep well. So we give him a great many pointers. We tell him the stories of men who have the same physical problems that he has—and out of these stories he derives benefit.

THE AVERAGE MAN'S FAMILY

The ordinary man has a wife and children. At any rate, he expects to have them. He therefore wants to know how other people handle the problems that rise from the family relationship—the most important relationship on earth. So we reach out and help him on it—help answer the questions about it that keep coming up in his mind.

THE AVERAGE MAN'S SPIRITUAL NATURE

The ordinary man is constantly looking for spiritual comfort. We don't mean religion necessarily, but comfort, happiness. He is looking for the course of action that will bring him the most peace. He wonders how other men find peace, what the things are to which they attribute the peace they possess. So we are continually giving readers the experiences of men along these lines—stories which they can compare with their own and from which they can gather some hint, some further light.

THE AVERAGE MAN'S PLACE OF RESIDENCE

The ordinary man has to decide whether to stay still or move. Oh, what a world-old human problem! Whether to go to the big city, or go to the small town, or stay where you are. The *American Magazine* tells men's experiences meeting this question—the mistakes which they think they have made. Out of these stories readers get inspiration and sensible suggestions.

In a word, the magazine accepts man as he is—and helps him. It does not imagine him to be something other than he is—and not help him. There you have it in a nutshell. It concerns itself with reporting the decent experiences of life that are common to all men, always with a view to helping its readers get more out of life, materially and spiritually. All men want to get more, and we believe that they do get more as a result of the work this magazine is doing.

* * *

In the foregoing are good suggestions for a newspaper publisher who wants to make his newspaper "different" and appealing. By making some of the contents of his newspaper "answer the questions that are in other men's heads," he can be sure of a widening and appreciative interest on the part of the public of his community.

The modern newspaper is more than a chronicle of news—of daily happenings: It aims to provide a class of information which cannot be called news, in the narrow sense, but which is as welcome as news.

One sees in many daily and weekly newspapers a lot of miscellaneous stuff of no special character or general interest—"fillers" taken from an encyclopedia. Much better than remote material of non-descript sort would be live modern, pertinent material after the manner outlined in the statement of the editor of the *American Magazine*, as given above.

EDITORS OF "THE WEEK"

THE editor of the admirable Flaneur department in the *Toronto Mail and Empire* in a recent issue said as follows:

"I have at different times been asked the names of the successive editors of the *Week*, which many of my readers will remember as the name of a literary journal founded by the late Prof. Goldwin Smith, and published in Toronto. Taking advantage of an intended visit by Mr. Burnside Robinson, of the staff of the *Mail and Empire*, to his father, Mr. C. Blackett Robinson, at Ottawa, who was the printer and publisher of the journal referred to, from start to finish, I asked Mr. Burnside Robinson to ask his father for the desired information, with the following result, for which I acknowledge my thanks. I well remember Mr. Goldwin Smith saying to me that he had lost \$12,000 in founding the *Week*."

First three years:—

Charles G. D. Roberts, December, 1883, engaged for year but only remained two

months, of Canadian birth, a poet and story-writer.

W. Phillips Robinson, an Englishman, an Old Country journalist, who came to Toronto from Hamilton, joined staff Jan. 23, 1884.

J. H. Menzies, a Scotchman, now chartered accountant, in Winnipeg.

John G. Robinson, M.A., a Canadian.

T. E. Moberly, Canadian.

J. G. Carter Troop, Canadian.

The first issue of the *Week* appeared on Thursday, December 6, 1883, from the press of C. Blackett Robinson, Printer and Publisher, Jordan St., Toronto.

Professor Goldwin Smith suggested the publication of the *Week* to Mr. C. Blackett Robinson. Professor Smith wanted to promote independent journalism in Canada. The *Bystander* up to that time had been published monthly, giving public expression to the views of Professor Smith, who thought that the issues should be more frequent. The *Week* was the result.

Mr. Robinson told Prof. Smith that the publication of a weekly literary paper such as was proposed, would prove a very costly undertaking, and suggested that a limited liability company should be organized for that purpose. Prof. Smith said that he had no objections to a limited liability company provided that the liability was confined to himself and so long as there were no others associated with him in the enterprise. Mr. Robinson, who resides at Ottawa, where he has made his home for the past twenty years, having attained the advanced age of eighty years, says that there was no further parley; that the *Week* was launched without any articles of partnership further than the conversation which has been here recorded.

The publication of the journal was continued for thirteen years, from the initial editorship of Professor Roberts in 1883 to the expiring editorship of Mr. Carter Troop in 1896. For the first three years of that period Professor Goldwin Smith was actively connected with the issue of the paper—was practically the editor-in-chief, suggesting the line of policy to be pursued and writing the comments on "Current Events," which were copied widely by the press of Great Britain and the United States, thus bringing the *Week* into a prominent place during those years as a literary paper. The *Week* in those days did much to soften the asperity of party journalism in Canada.

Professor Smith's health was in poor condition, and at the end of the third year he decided to withdraw from participation in the publication of the *Week*. Up to that time he had shared with Mr. Blackett Robinson all the losses incurred, these being considerable, as is not unusual with starting a journalistic venture. Professor Goldwin Smith recommended Mr. Robinson to cease the publication, but the latter, thinking that the field was one which should be occupied, and hoping that a successful outcome might be secured, decided to go on with the venture. Mr. Robinson carried on the *Week* for ten years longer, experiencing in that decade in that connection a loss of between \$18,000 and \$20,000.

There are 17,000 men and several hundred women in the various fields of advertising embraced in the membership of the Associated Advertising Clubs of the World.

Book Reviews

COMMISSION OF CONSERVATION.—Eighth Annual Report, 1917.

PRINTER AND PUBLISHER, in common with other publishers, has received the Report of the Eighth Annual Meeting, held at Ottawa, January 16-17, 1917, of the Commission of Conservation, of which Sir Clifford Sifton is chairman. The Commission has numerous committees—on fisheries, game and fur-bearing animals; forests; lands; minerals; press and co-operating organizations; public health, and waters and water-powers. As can be seen, the Report deals with matters of supreme interest and importance, and it is good reading. In this year's report considerable space is devoted to the subject of venereal diseases in Canada, and the revelations are startling and alarming.

Dealing particularly with the sub-report on Press and Co-operating Organizations, which report was prepared by John Dixon, editor, *Commission of Conservation*, it is learned that the press of Canada has been greatly appreciative of the material sent out by the Commission and has used the material supplied in gratifying amount. *Conservation* is published monthly, in English and French, and has a circulation of 12,000 copies. *Conservation of Life* is issued quarterly, in both French and English, and has a distribution of 11,000 copies. It is the publicity medium of the Town Planning Branch of the Commission.

The volume was printed by the Federated Press, Montreal. Numerous excellent illustrations give interest and value to the Report.

MAIL AND EMPIRE'S TRADE EXPANSION SPECIAL NUMBER.—Published by the Mail Printing Company, Toronto.

To mark the completion of fifty years of Confederation, the Toronto *Mail and Empire* produced a special issue, a separate and distinct publication, having the page dimensions of the *Ladies' Home Journal*, and printed on a fine quality of paper. The contents consisted of a comprehensive survey, in the form of special signed contributions by writers of distinction and authority, on many phases of Canada's trade and industry—steel, paper, shipbuilding, minerals, agriculture, textiles, transportation, water-powers, etc., etc. The work was exceedingly well done, and the publication has permanent value as a historical record. Many fine illustrations illumine the text. The number was substantially bound, and the cover design, in three colors, was symbolical of Canadian trade and industry. Over forty pages of advertising gave added value to the publication as a business-expansion production number.

CANADIAN NEWSPAPER DIRECTORY, 1917 Edition. Published by A. McKim, Limited, Montreal.

This useful and necessary volume shows that Canada is served by 1,381 publications of all kinds, including 138 dailies, 4 tri-weeklies, 40 semi-weeklies, 921 weeklies, 222 monthlies, one bi-monthly, and 16 quarterlies. Reflecting the general prosperity which has obtained in Canada since war began, the publishing business is in a healthy condition.

As usual, McKim's Newspaper Directory contains a wealth of general information regarding every town and city in Canada where a newspaper or other publication is issued.

NEWSBOY SERVICE. By Anna Y. Reed, Ph.D. One of the School Efficiency Monographs. World Book Company, Yonkers-on-Hudson, New York. XXVIII + 175 pages. 90 cents.

That newsboy service furnishes the boys who are still in public schools the largest amount of employment, and that it is the means of combining vocational study with vocational guidance has been made clear by a new volume which the World Book Company

of Yonkers-on-Hudson, New York, has just published. This is *Newsboy Service* by Anna Y. Reed, Ph.D., and is the latest volume which has appeared in the School Efficiency Monographs from this publishing house. It has 203 pages. The price is 90 cents, postpaid.

Dr. George Elliott Howard, who has written the introduction to the volume, states that Mrs. Reed has "produced not only a model investigation in social statistics, but at the same time she has written a book which in every part focuses the attention and challenges the sympathy of the reader. It will be a great service to all who are interested in the vocational training of youth."

W. Carson Ryan, Jr., editor for the United States Bureau of Education, in a prefatory note, calls attention to the fact that this is one of the first studies published which will help to secure a part of the seven million dollars to be annually appropriated eventually by the federal government under the provisions of the Smith-Hughes Act, for vocational education in this country.

For the last three years Mrs. Reed has given her time, heart and brain-waves to problems met in the schools of Seattle, problems that are fundamentally identical with those of every city and town of our commonwealth.

A MAMMOTH CATALOGUE

THE following description of a mammoth catalogue appeared in the *Publishers' Weekly*, a New York trade paper:—

The labor, physical and mechanical, involved in the production of a typical mail-order catalogue, is almost epic in its vastness. The book that furnished the text of these observations has sixteen hundred pages and is published twice a year, not less than four million copies being required of each edition. The industrial regiment of fourteen hundred people mobilized for its production complete the preparations and produce the first bound copy in about seventy-five days. Nearly five thousand sheets of manuscript are handled by copyreaders and editors. About eighty per cent. of the thirty thousand illustrations are renewed in each edition. If one ordered one each of the forty-four thousand articles in a recent edition of this catalogue, the order would make two hundred carloads of merchandise valued at three hundred and twenty-

two thousand dollars. More than ten thousand page proofs are needed to satisfy the several checks, safeguards, approvals, and changes necessitated by the ambition to be 100 per cent. perfect. The type is set in a composing room employing thirteen linotypes, four monotypes and one hundred and fifty stonemen and compositors. An electrotype foundry with a daily capacity of 200 full pages makes the type forms into printing plates. A battery of thirty rotary web perfecting printing presses, consuming more than a hundred tons of paper each twenty-four hours, prints the major part of this catalogue; its color pages, more than a hundred in number, being assembled from various sources. And finally, the bindery clears and ships sixty thousand or 150 tons of these sixteen-hundred page volumes every maximum working day.

THE PRICE OF PARIS PAPERS

OWING to the shortage of paper in France an official decree has been issued raising the price of the Paris daily newspapers that were formerly sold at a halfpenny to a penny. The official reason given is a shortage of paper, it being officially argued that the rise in price will cause the circulations of the most widely read papers to fall off by between 40 per cent. and 50 per cent. At the same time the halfpenny papers, which for many months have been appearing four times a week on a single sheet and three times with four pages, are to appear at the increased price five times a week with four pages and twice on single sheets. The order has met with much opposition from the newspaper proprietors, as several of the important Paris papers have been greatly hampered by it. Their advertising contracts are such that, with a single sheet four times a week, they are unable to carry out their contracts, and need to appear with four pages a day at least. No one of them, however, cared to raise the price unless they all agreed to the measure, and to a compensating increase in size. Experts seem agreed that the only results of the new order will be to greatly increase the consumption of paper, seeing that the five or six most widely circulated papers will not lose any large proportion of their readers, but will appear in an increased size, while at the same time they will be enabled to carry out their contracts for advertising.



The above photograph which we reproduce by permission of the *Literary Digest* of New York, shows the French Army newspaper, the *Verdun Echo*, being produced under fire in a cellar in the besieged city. The *Verdun Echo* of France was named after the *Echo* of Verdun, Que., of which Roy Carmichael is proprietor, on the request of a French soldier, formerly resident in Verdun, to whom copies of this publication have been regularly sent, and who was asked to co-operate in the production of the army newspaper. Needless to say the proprietor and staff greatly appreciated the compliment bestowed by France upon his little paper.

PRINTER AND PUBLISHER AND C.P.A.

IT WILL be recalled by many readers of PRINTER AND PUBLISHER that the Canadian Press Association issued a bulletin to members calling attention to alleged inaccuracies in its report of the annual meeting last June, and hinting that there were other matters connected with PRINTER AND PUBLISHER that called for attention by the Board of Directors when the Board should meet.

PRINTER AND PUBLISHER was formally notified by letter that its report was regarded as inaccurate. Thereupon PRINTER AND PUBLISHER addressed a letter to the Canadian Press Association asking for specific information, and offering to publish in its next issue a corrected report. No immediate reply was forthcoming to PRINTER AND PUBLISHER'S correspondence.

Following the meeting of the Board of Directors on August 31 last, the following letter from the Canadian Press Association was received:

September 5, 1917.

Your letter of the 22nd ult. (August), was considered by the Board of Directors of the Canadian Press Association here, at a meeting on the 31st ult. It was decided to pay no further attention at this time to the matter of the report in regard to the annual meeting of the Canadian Press Association that appeared in the July number of PRINTER AND PUBLISHER.

John M. Imrie,
Manager.

Presumably, the matter is dropped for good. PRINTER AND PUBLISHER feels it due to itself to give publicity to the incident, of the interchanged correspondence in view of the special Bulletin issued by the Canadian Press Association.

NORTH SHORE PUBLISHERS

A MEETING of the North Shore Newspaper Publishers was held in Newcastle, N.S., on September 29. Those present were: J. L. Stewart, *The World*, Chatham; J. Fred Benson, *The Commercial*, Chatham; Frank Quinn, *Atlantic News*, Chatham; H. B. Anslow, *The Graphic*, Campbellton; C. M. Mersereau, *The Northern Light*, Bathurst; R. A. N. Jarvis and H. H. Stuart, *The Union Advocate*, Newcastle; G. F. McWilliam, *The North Shore Leader*, Newcastle. R. A. N. Jarvis was chosen secretary.

A short discussion took place on the \$1.50 rate for weekly papers, and all were of the opinion that it was the fair price. All papers on the North Shore have adopted this rate except three.

Mr. Anslow submitted a list of charges for job printing that had been agreed to by the Campbellton publishers some time ago, and the matter was discussed by all present, and a schedule of fair prices for printing was drawn up and agreed upon, to be adopted when the other publishers who were not present agreed to adopt them. In the case of Chatham and Campbellton, the Newcastle papers decided to put them into effect at once.

Some discussion took place re advertising rates and the commission allowed to agencies and some valuable suggestions were given.

Another meeting will probably be held in the near future at which Mr. Alloway of the Canadian Press Association will be present and a North Shore Press Association organized.

RESUMED CANADIAN NEWSPRINT ENQUIRY

ON October 2, at Ottawa, the Canadian newsprint inquiry was resumed, Commissioner R. A. Pringle, K.C., presiding. Costs of manufacture had been investigated, and statements from paper manufacturers and others were read and heard.

At the outset of the inquiry Commissioner Pringle brought up the question of a readjustment so that the Canadian companies should each bear their proper proportion of the burden of supplying the home market with newsprint at the fixed price. He said this would have to be done immediately, as some of the companies which had been bearing the burden in the past were clamoring to be released from an unfair proportionment. He suggested that Mr. Clarkson and Mr. Sharpe, two expert accountants, make an equitable adjustment, and the manufacturers' representatives agreed to this.

AMERICAN FIGURES CRITICIZED

When Commissioner Pringle asked the manufacturers if they were prepared to do as the Federal Trade Commission of the United States was requesting the American manufacturers to do—supply a weekly or monthly report of production—it started a bitter criticism of the Federal Trade Commissioner's figure of \$2.50 per 100 pounds as a fair news print price. Commissioner Pringle said he was not going to criticize the American figure. It might be a fair rate, and there was a possibility that "the same rate would prevail in both countries." He wanted to find the exact cost in Canada, and he thought the statements prepared by Mr. Clarkson would show this.

The statement of the Ontario Paper Company of Thorold, Ontario, showed that now it is making its own sulphite the company is showing a reduction in the cost of news print. In fact, it has gone down \$13 a ton since March last, one of the main causes being that the company could make its own sulphite for around \$46 a ton, while when it had to purchase from such companies as Riordon it had to pay \$65 and \$100 a ton to the H. G. Craig Company, of New York.

These figures when submitted by Godfrey T. Clarkson, the Commission's chief accountant, drew from Commissioner Pringle the remark: "The costs of news print went down as soon as the small news print men got out of the hands of the big sulphite companies."

This particular company's statement showed it was now making news print at \$45.32 a ton, whereas in the first quarter of the year the cost was \$58.98.

The statements of various other companies were read, and inside figures relating to such items as stumpage, cord wood, soda pulp, wrappers, felts, wire, coal and wages were revealed. The statements of the several mills showed considerable variations in the cost of producing a ton of news print, the prices ranging from \$45.32 to \$62.03.

The enquiry is still in progress as PRINTER AND PUBLISHER goes to press.

THE TORONTO STAR

THE *Toronto Star* thinks that all sorts of business should be investigated and regulated. Why not do a little investigating into *The Star*? In these days, mental food is just as essential as bread, butter and meat. *The Star* supplies nearly a hundred thousand people with pabulum. It is

not luxurious food. Just the plain, ordinary variety suited to the common people. And yet *The Star* has added to the High Cost of Living which it laments so vigorously by doubling its price since the war began. Imagine the poor city workman having to pay two cents to find out the result of the day's baseball matches!

Nor is this all, for *The Star's* advertising rates are currently reported to have increased from 50 to 100 per cent. Surely *The Star* should be called upon to account to somebody for this addition to the public burden. We are afraid our friend "Joe" Atkinson must be making money. We have even heard it whispered that he wants to buy out *The Globe*, and nobody but a millionaire could afford to own *The Globe*. First thing we know he will join the order of Knights, and then we shall have two Sir Josephs in Toronto, both of whom will have made their money out of the poor public. He may even go up higher and become Lord Stargazer, in emulation of another Canadian journalist who has become Lord Beaverbrook.

O yes, we are sure an investigation of the plutocrats on *The Star* would result in a lot of interesting revelations, and supply many columns of excellent copy. We would suggest that the Government appoint a Royal Commission for the purpose. It would be good politics, and just at present that is the game in which *The Star* is most interested. We should like to hear what Mr. Atkinson would have to say for himself on the witness stand, when charged with extracting money from the pockets of his friends the workmen. Perhaps the Commission will decide to depose Mr. Atkinson for the period of the war, and put the paper in charge of "Jimmy" Simpson, to run it as a "public utility" for the general good. "Jimmy" would probably do better at this job than at running the Wm. Davies Company. At any rate it would keep him too busy to go to any Peace Conference which in itself would be a blessing and would save the trouble of refusing him a passport to Stockholm or elsewhere.—*The Orillia Packet*.

MANUSCRIPT OR TYPESCRIPT?

IN THE course of an interesting lecture on the above subject, T. Dawe, head-master of Pitman's School, London, said it was a moot point as to whether printers preferred manuscript or typescript. Typescript was regarded by many printers as treacherous, as mistakes that had been made by the typist were very likely to be perpetuated by the printer. He thought printers would rather deal with fair manuscript than with type-written copy, unless the author himself had typed or revised the copy, which was not often the case. Some authors were particular, and had their own ideas as to the use of capitals, the way to punctuate, and even unorthodox views as to spelling. They set up their own standard, and woe to the printer who dared to suggest that the spelling in the manuscript did not agree with that in the dictionary! There were authors who desired every comma and every capital in their manuscript to be carefully followed, and took pains in the preparation to indicate their wishes. Sometimes eccentric ideas were encountered, but most publishers were too jealous of their reputation to allow authors to go to extremes.

The *Co-Operator*, a bulletin issued by the retail merchants' service bureau of the *Chicago Tribune*, from time to time prints a list of free display material for merchants. Merchants are told how to link up their stores with advertised lines of merchandise.

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

Frank Dunn, a former member of the editorial staff of the *Victoria Colonist* and the *Victoria Times*, has been granted a commission in the 3rd Battalion, Durham Light Infantry, stationed at South Shields, Durham. His father, Robert Dunn, is editor of the *Victoria Times*.

Pte. Albert Lang, a former employee of the *Vancouver Province*, where he served his apprenticeship with his brother William, who recently returned from overseas, was wounded on August 18. He has been admitted to hospital at Calais, France. He went overseas with his brother William last year.

Lieut. C. L. Armstrong, of the 67th Western Scots of Canada, recently invalided home, has been appointed Industrial and Publicity Commissioner for Victoria, B.C., to succeed Herbert Cuthbert. The latter has been appointed secretary of the newly organized Pacific Coast Tourist Association, with headquarters at Seattle. Before the war Lieut. Armstrong was in agency work in the West and had been on the staff of the *Boston Herald*.

Protesting against the publication and distribution of any newspaper in British Columbia seven days a week, the Vancouver General Ministerial Association, at a meeting last month, passed a resolution asking the Lord's Day Alliance executive officer to call the attention of the Attorney-General of the Province to the alleged infringement of the Lord's Day Act by the *Vancouver Daily Sun*, which has announced its intention of publishing seven days a week.

Pte. Alfred J. Levy, who went overseas with the 121st Battalion, of Victoria, is reported wounded. Pte. Levy was formerly a newspaperman in Victoria. He was connected with the news staff of the *British Columbian* for upwards of two years and then became news editor of the *Vancouver Daily News*, where he remained until that paper ceased publication. He joined the news staff of the *Prince Rupert News* some time later. He was editor of the *Western Irish*, a newsy little sheet turned out by the battalion commanded by Lieut.-Col. McLellan, during that unit's stay at Queen's Park. He has been overseas almost a year.

ALBERTA

P. W. Stone, former editor of the *Bassano Mail*, is now the editor of the *Banff paper, Crag and Canyon*.

Owing to an accident at the city's power house last month the *Edmonton Bulletin* had to compress its usual issue.

V. C. French, publisher of the *Times* at Wetaskiwin, was married on September 5, at Exeter, Ont., to Miss Florence Winona Howard, of that town.

C. Fred Jamieson, former editor of the *Amherst, N.S., Telegram*, has been called to the bar of the province of Alberta. He now resides in Lethbridge.

The Western Printing and Litho. Company, of Calgary, are contemplating several important additions to their already very complete equipment.

The *Press* is the name of a new weekly paper just issued at Manyberries, Alta. V. C. Dunning, late of Robsart, Sask., is the publisher and proprietor.

J. H. Woods, managing editor of the *Calgary Herald*, and president of the Canadian Press Association, who is taking personal charge of the publicity bureau in connection with the Canadian war loan, returned to Calgary for a few days last month, but returned to Toronto where he will be until the campaign is over.

SASKATCHEWAN

The *Observer* at Redvers, Sask., has ceased publication.

The *Prairie Farm and Home*, Regina, Sask., has discontinued publication.

P. E. Bachman has leased the *Messenger* of Robsart, Sask., from V. C. Dunning.

Alf Weidman, of Kenora, has taken charge of the *Advertiser*, Expanse, Sask.

B. N. Woodhull has sold the *Advocate* at La Fleche, Sask., and will shortly start a new weekly paper at Cadillac, Sask.

The *Grinder* is the name of a new weekly paper being published at Cutknife, Sask. S. F. Weaver is the proprietor.

J. V. Comstock has purchased the *News*, of Mossbank, Sask. Mr. Comstock also publishes papers at Aneroid and Kincaid, Sask.

Doddsland is to have a weekly paper, *The Prairie Times* is the name, and Stanley Beck and Mr. O'Brien of that place have launched the venture. Mr. Beck was one of the editorial staff of the *Winnipeg Telegram* who were jailed at the time of the Galt investigation.

W. J. Kerr has been killed in action. For two years previous to enlisting he was on the staff of the *Nokomis Times*. He took a keen interest in all lines of athletic sports and won many prizes both in Saskatchewan and Ontario for running, jumping and skating. He won a Distinguished Service Medal. He was about 26 years of age.

MANITOBA

Fred Hickman, Service Manager of the *Winnipeg Free Press* is the happy father of a young son.

The resignation of Noel Bernier, B.A., barrister, for nearly 20 years editor of the French Conservative paper of St. Boniface, *Le Manitoba*, is announced.

George Longley, of the staff of the *Brandon Sun*, and secretary of the Brandon Citizen's Recruiting League, has been named to act on the exemption tribunal for Brandon under the Military Service Act.

Pte. Frank Watson has been killed in action. Pte. Watson was on the staff of the *Winnipeg Telegram* circulation department at the time he enlisted. He had seen two and a half years of active service.

Messrs McCurdy, Coling and Cowan of the business, advertising and circulation departments, respectively, of the *Winnipeg Free Press* were in Eastern Canada last month, and while in Toronto honored PRINTER AND PUBLISHER by a call.

Louis F. Wiley, managing editor of the *New York Times*, gave an address before the *Winnipeg Canadian Club*, on August 30. He reviewed in a most significant manner the very important part the United States is destined to play in the world war.

G. S. H. Williamson, formerly in charge of the catalogue and advertising department of Merrick-Anderson Company, Limited, wholesale hardware, has been appointed editor of *Hardware and Metal*, in succession to George D. Davis, who has been made business manager of *Hardware and Metal*.

The printing salesmen of *Winnipeg* have organized what is to be known as the Graphic Arts Guild. The object of the new organization is to develop more and better printing. Meetings will be held regularly and the whole field of selling printing will have earnest and practical consideration.

The Great War Veterans of *Winnipeg* are going to try and force papers now published in German throughout Canada to suspend or use English during the war. The evil is especially prominent on the prairies, and representations have been made to Ottawa that all papers published in Teutonic language be denied the mails until after the war as a military precaution.

Because the Grand Trunk Pacific carried over its telegraph wires a message alleged to be libelous, Albert H. O'Brien of *Winnipeg* has instructed his solicitors, to take proceedings against the company. The message, it is alleged, is signed by Stanley Beck, editing a paper at Doddsland, Sask. O'Brien identified with Beck in the enterprise, O'Brien returning to *Winnipeg* on private business, it is said. The message was sent from Doddsland, it is charged, and received by O'Brien in *Winnipeg*. It is intimated that proceed-

ings will also be instituted against Stanley Beck, but that these will come before the Saskatchewan courts.

ONTARIO

Ottawa printers report business in all lines as good.

Lord Northcliffe was in Ottawa last month in connection with his mission on this side of the Atlantic.

R. E. Bell, of the Ottawa Paper Box Co., died recently after a short illness. He was very popular among the Ottawa printers.

Lt. David K. Billings, Royal Flying Corps, has been killed in England. The late aviator was a member of the *Toronto World* staff.

W. L. Tebo, who was filling the position of Associated Press operator at the *Times-Journal*, has gone to accept a position in *Winnipeg*.

Travis A. Tod, late of the Federated Press, of Montreal, who has joined the sales force of the National Paper Co., was in Ottawa recently.

F. F. McMartin, night editor of the *London Free Press*, who has been off duty for several months through illness, has returned to work.

Ross McGuire, a well known St. Thomas printer, and a son of Postmaster McGuire, of Tillsonburg, has purchased the *Orangeville Banner*.

S. K. Medland, recently in agency work at Johannesburg, South Africa, has joined the staff of Smith, Denne & Moore, Limited, advertising agents, Toronto.

Walter Fessey, Toronto, was injured about the head last month when he fell from a moving street car. Mr. Fessey is a reporter employed by the *Toronto World*.

George Wm. Lucy of the staff of the *Fort William Times-Journal* was married last month to Ethel Elizabeth, daughter of Mrs. J. Richardson of Widdifield.

C. D. Lang has severed his connection as editor and manager of the *Fort Frances Times*, and his place is being filled by Geo. P. Watson, of the *International Falls Press*.

With the ending of the long session of Parliament the Hansard and Press Gallery reporters of the House of Commons have taken to the woods for a well-earned holiday.

Lieut. J. C. Doherty, a former popular member of *The Free Press* reportorial staff, is in a French hospital suffering from deafness. He went overseas with the 142nd Battalion.

The proceeds being divided equally between Port Arthur and Fort William patriotic societies to make shirts, gowns, bandages and other comforts for the wounded soldiers.

With the publicity work for the new war loan at its height, the presence on Ottawa streets of John Imrie and other top-notchers of the Press Association is often observed.

E. N. A. Phenix, for many years on the staff of the *Toronto Globe*, died in that city last month. Failing health compelled his retirement from active work a short time ago.

The printers of Fort William and Port Arthur have presented new demands to the newspapers and printers asking for an increase of approximately twenty per cent. in wages.

Miss O'Connor has taken the society editorship of the *Ottawa Journal*, her predecessor, Miss M. M. Murphy, having joined *Woman's World*, of Toronto, in the capacity of editor.

J. W. Cambridge has been appointed advertising manager of the Canadian Universal Film Company, Toronto. He was formerly with the Smith, Denne & Moore Advertising Agency, Toronto.

Sergt. Roy Shorts, formerly of the staff of the *Trenton Courier*, and also the *Belleville Ontario*, and who later took a course in linotype operating in Toronto, met death on the field of honor.

The staff of the *Ottawa Journal* this year cultivated 17 acres of land, and the best of

results are reported. As a result garden truck will not need to be accepted as payment of subscriptions.

The prize for the best display of garden produce at the Ottawa Exhibition was won by the employees of the American Bank Note Co. They very kindly donated the exhibit to the Perley Home for Incurables.

Edwin Spence, of London, Ont., a reporter on the *St. Thomas Journal*, and formerly of the *London Free Press*, has passed the test for the Royal Flying Corps and will report for duty in Toronto in a few days.

Harold Ketch, former editor and publisher of the *Alvinston Free Press*, has been killed in action in France. He was a non-commissioned officer. He succeeded his father as editor of the *Alvinston Free Press*.

Capt. Geo. James, editor of the *Bowmanville News* arrived home from overseas last month, apparently in the best of health, although considered physically unfitted for the strenuous work of the line of battle.

Andrew Rae Macdonald, a well known former London and Toronto newspaper reporter, who was recently wounded in France, is now serving as a combing instructor in England. He has the rank of corporal.

John Henry Bates, of Goderich, a private in the Canadian infantry, and before enlisting a printer on the staff of the *Goderich Signal*, has died of wounds at the front. He was a son of Mr. and Mrs. George Bates.

Sidney R. Cook, proprietor of the *Waymouth (Mass.) Times*, has become editor and managing director of *Canada Monthly*, London and Toronto, Ont., and is also serving as treasurer of Vanderhoof & Scott publishers.

The resumption of the paper enquiry by R. A. Pringle is bringing out some of the reasons for the high cost of paper. It is evident printers and papermakers are not in the same class when the qualification is making money.

W. Wilfrid McGuire has been awarded the Military Medal for distinguished conduct at the front. Pte. McGuire enlisted in the 168th, and previous to enlistment was a member of the staff of the *Tillsonburg Liberal*.

H. D. Kresge, former advertising manager of the R. S. Williams Company, Toronto, has become advertising manager of the *Phonograph*, New York. He has been succeeded by James H. Imrie, a well-known Toronto advertising man.

W. J. Irwin, Assistant Business Manager of the *Toronto Globe* narrowly escaped serious injury last month in a radial car accident. Mr. Irwin sustained a severe scalp wound, many painful bruises, and a badly lacerated foot.

W. Chas. Hopper spent a couple of days last month at Richmond Hill. W. Chas. is a product of Richmond Hill and an apprentice of the old *York Herald* newspaper. He now resides in Gillett, Ark., where he publishes the *Gillett Reporter*.

Fred Darby has been appointed advertising manager of the *Waterous Engine Works Co.*, of Brantford, Can. He has been assistant advertising manager of Beatty Bros., Ltd., of Fergus, Ont., and was formerly associated with *Toronto newspapers*.

William E. Cox is the new advertising manager of the *Canadian Courier*, Toronto. He was for a time a retail merchant, then went into the engraving business and has been connected with the sales organizations of several large manufacturing firms.

H. J. Foster, of the reportorial staff of the *Galt Reporter*, who was recently married, was honored by the City Council of Galt, Mayor Edwards, in behalf of the Council, presenting him with a handsome sterling silver bon bon dish.

Harold B. Crowe, who has been associated with the British and Colonial Press, Toronto, recently, and who has had experience on newspapers both in western and eastern Canada, has been appointed special press representative of the Y. M. C. A. in England and France.

The Toronto Type Foundry Company is asking the city of Toronto to set a price upon lot

38, block 203, adjoining the foundry as it is on the market to purchase, to enable them to increase the size of its plant. This shows that the printing trade in Canada is prospering.

Hon. Arthur Meighen, having been appointed Secretary of State, by virtue of his new office, becomes head of the Government Printing Bureau. Being a young man and full of energy, he may be expected to keep closely in touch with the work of that department.

Angus McLean, who has conducted a newspaper in the West for the past six months, has rejoined the *Alvinston Free Press* staff. He will have charge of the office and will attend to the wants of customers. The editor remains in charge of the news and editorial departments.

James Frank, of Jackson, Mich., visited at Mitchell last month. Mr. Frank is a newspaper man and worked in both the local printing offices, but left Mitchell thirty-four years ago. He is one of the largest shareholders in the *Jackson Daily Patriot* and is on the managing staff.

M. Main of Fort William and associates, members of the Finnish International Socialist Party are arranging to publish a semi-weekly newspaper at Fort William in the interests of the Finnish Socialist Party of Canada. The first number, if arrangements are successful will be issued about November 1st.

Wm. Dowling editor of the *Petroleum Topic*, has received official notice that his only surviving brother, Pte. Joseph J. Dowling, was killed in action on September 9. Pte. Dowling was a son of the late Rev. James T. Dowling, who was a Baptist minister for some years at Colborne, Ont.

Isaac Bainbridge, secretary of the Social-Democratic party, and editor of the *Canadian Forward*, Toronto, was arrested last month by detective staff, on a charge of "circulating literature intended or calculated to discourage recruiting." Mr. Bainbridge was a principal in a sensational case sometime ago.

Major A. C. Lewis has been wounded. Major A. C. Lewis went overseas as second in command of the Bantams. Major Lewis was secretary of the Toronto Harbor Commission before he became an officer with the Bantams, and was for several years a reporter on the staff of the *Toronto Evening Telegram*.

At their inaugural dinner at the Carls-Rite last month, the Toronto Advertising Club had as the principal guest and speaker W. C. D'Arcy, of St. Louis, who is president of the Associated Advertising Clubs of the World. Mr. D'Arcy addressed the Ad Clubs of London and Montreal in connection with his visit to Canada.

The *Thornbury Review-Herald* was compelled to cease publication for four weeks. Lightning damaged the municipal power plant which caused an interim in the paper's appearance of a couple of weeks, then the electric fluid struck the printing office, necessitating a further cessation of business for a fortnight.

The wife of J. R. B. Whitney, Jones Ave., the editor of the *Canadian Observer*, died recently in St. John's Hospital following an operation for peritonitis which was performed last Sunday. The late Mrs. Whitney assisted her husband in the editing of the paper, which is published in the interests of the colored population of Canada.

Three newspaper men, D. Smith, manager of the *Times Journal*; E. B. McKay, manager of the *News-Chronicle*, and J. Laurence Routly, formerly advertising manager of the *News*, were the publicity committee for the Rotarians' Red Cross Day at the Algoma Agricultural Fair held in Port Arthur and Fort William on Sept. 19th. Over \$8,000.00 was taken in.

Captain Hector McKinnon, well-known for some years as "Timothy Spray," agricultural editor of the *Toronto Globe*, has been in the army since early in the war, and is now in the Royal Flying Corps. A younger brother, Sergeant Neil McKinnon, has come home wounded. Another brother, Donald, received a gun-shot wound in the side on September 10, and died on the thirteenth.

Harold B. Crow has left the management of the photographic department of the British and Colonial Press, Toronto, to become chief publicity representative of the National

Council of the Canadian Y.M.C.A. in its military activities overseas. The Y's first war correspondent was formerly a Y secretary and a newspaper man at Toronto, Lethbridge, Rossland, Montreal and Ottawa.

George Eustace Pearson has left the MacLean Publishing Co. to devote himself entirely to authorship. Mr. Pearson has had two stories accepted and published by the *Saturday Evening Post*. His last contribution, *The Soul of the Assault*, is a marvellous bit of work. It is the account of the first assault of the Princess Pats, and one wonders if any stronger or more vivid picturing of life in the trenches has been or can be written.

Miss Mary M. Murphy has gone from Ottawa to Toronto to be managing editor of *Everywoman's World*. She was a member of the staff of the *Ottawa Journal* for nearly three years, and Ottawa correspondent for several dailies and news agencies in Canada, the United States and England. She has abandoned her career in that field of journalism to take up the more specialized woman's work connected with a great home magazine.

George D. Davis has been appointed manager and editor of *Hardware and Metal*, Toronto, following the resignation of J. G. Lorri-man, manager, who has joined the staff of Brandram-Henderson, paint manufacturer, Montreal. Mr. Davis joined the MacLean staff in 1912 as associate editor of *Hardware and Metal*, having previously been connected with several Canadian hardware firms in various capacities. In 1913 he became editor and, three years later, was appointed assistant managing editor of the MacLean group of trade papers.

William Honeysett, a former member of the mechanical staff of the *Kingston Daily Standard*, was killed in action on August 1. He had gone over a few months earlier and had transferred to an English Regiment, the Derby. This is the second member of *The Standard* staff to be killed since the war. That *The Standard* has "done its bit" is evidenced by the fact that no fewer than fifteen members of its staff have enlisted, including one major, two captains and two lieutenants. It lost four city editors in succession through enlistment—Captain C. J. Kane, Lieut. E. McCammon, Sergt.-Major P. Beaudry, and Driver F. T. Holmes, but like other newspapers in the same boat is managing to "carry on."

QUEBEC

Edward Beck, formerly editor of the *Winnipeg Telegram*, which paper he left in May last, is understood to be identified with a project to start another newspaper in Montreal.

Since Henri Gagnon assumed the management of the *Quebec Soleil*, every year he treats his newsboys to an automobile outing. This year was no exception to the rule.

Henri Gagnon, general manager of the *Quebec Soleil* has just been made a director of the *Soleil Publishing Co.*, as a recognition of the excellent results attained under his management.

Fritz Kuhn of the Montreal office of A. McKim Ltd., has just been appointed manager of the Winnipeg branch of this concern. Before leaving the city Mr. Kuhn was tendered a farewell dinner at the Windsor Hotel by a group of local advertising men.

Neil McNeil, of the *Montreal Gazette*, is now in New York handling the *Montreal Gazette's* correspondence there. The *Toronto Globe* and the *Montreal Gazette* use the New York *Times* service, and Mr. McNeil's duties will consist largely in editing *Times* copy for Canadian use.

The *Montreal Mail*, which suspended publication last month, is to be purchased by Hon. Sydney Fisher, according to a rumor current in Ottawa. It is believed that Mr. Fisher desires to swing the editorial policy of the *Mail* to the side of Sir Wilfrid Laurier in the coming elections.

The conspirators who attempted the assassination of Lord Atholstan (Sir Hugh Graham), and who dynamited his summer home, intended, according to a confession to blow up the premises of the *Montreal Star, Gazette, La Patrie* and *La Presse*. Several distinguished men, including Premier Borden, were to have been assassinated.

The company Le Reveil, Limitee, publisher of the *Montreal La Liberte*, went into liquida-

tion last month, on a motion presented to Mr. Justice Allard in the Practice Court by the secretary of the company. No statement of assets and liabilities was made. The company published *Le Reveil* for nearly two years, under the editorship of Tancrede Marsil. Last winter publication ceased abruptly, but the next day Marsil came out again with *La Liberte*. Since that time, however, Marsil has had financial troubles galore and on two different occasions ceased publishing.

MARITIME PROVINCES

D. Leo Dolan, of the Sydney *Record*, was a recent visitor to Fredericton.

Roland Trentowsky has joined the reporting staff of the St. John *Globe*.

The firm of Scott & Mitchell, job printers, Moncton, N.B., has been dissolved.

Mr. and Mrs. R. A. N. Jarvis, of the Newcastle *Union Advocate*, were visitors to Halifax during Exhibition week.

John Wilson, formerly of Moncton, is now foreman of the *Sentinel*, Woodstock.

The Gloucester *Northern Light* of Bathurst is soon to issue a French edition of that paper.

Harry W. Falconer of the Moose Jaw *Times* was a recent visitor to his old home in Newcastle, N.B.

The Chatham, N.B., *World* is conducting a circulation contest with a five-passenger motor-car as the first prize.

J. D. McKenna, of the Sussex *Record*, has been appointed on the tribunals under the Military Service Act for Sussex town.

H. H. Stuart, of the Newcastle *Union Advocate*, has been re-elected Secretary of the Northumberland Teachers' Association.

J. L. Nivelle, formerly of Fredericton, who has been with the Winnipeg *Free Press*, has joined the writing staff of the St. John *Telegraph*.

Geo. M. McDade, LL.B., former editor of the *Leader*, Newcastle, and more recently of the St. John *Standard*, has opened a law office in Chatham.

J. J. Enman, of the Charlottetown *Guardian*, formerly news editor of the Charlottetown *Examiner*, has given up journalism to enter business.

The wedding of Miss Mary McCarthy, a member of the staff of the *Union Advocate*, to Thomas Underhill, took place recently in Newcastle, N.B.

The wedding of Henry McEachern of the composing room staff of the St. John *Evening Times-Star* to Miss Lavinia McEachern, also of St. John, occurred recently.

A. G. Plummer, printer and engraver, has disposed of his plant in St. John and has removed to Vancouver where he has entered the employ of Henry Birks & Son.

Lieutenant J. Edgar March of St. John, formerly city editor of the St. John *Standard*, has been invalided from the front to England as the result of an attack of trench fever.

William V. Owens, who was a member of the news staff of the St. John *Globe* for several years before enlisting in the 104th Battalion, has been officially reported missing since August 15.

Frederick McGuire has transferred from the news staff of the St. John *Times-Star* to the St. John *Telegraph* and Laurence Manning of the *Telegraph* staff has taken his place on the *Times*.

Captain Douglas B. Weldon, city editor of the Moncton *Transcript* until he went overseas, has been recommended for a military decoration for distinguished services at the storming of Vimy Ridge.

Frank Quinn has opened a printing office and has begun the publication of a newspaper in Chatham, N.B. There are already two semi-weeklies and one tri-weekly published in Chatham, a town of five thousand population.

Archibald McLellan, editor of the *Christian Science Journal* and *Christian Science Sentinel*, Boston, whose death occurred recently, was a native of Moncton and well known in New Brunswick where he had many friends.

A new paper has made its appearance at Chatham, N.B., making four papers in a town of 4,000—one tri-weekly—one semi-weekly and three weeklies. The editor and proprietor of

the new paper is Frank Quinn formerly foreman of the *Gazette*.

Two former St. John men, both of whom have been members of the staff of the Boston *Transcript* during recent years, are in active service with the 8th Massachusetts Regiment. They are Captain Harry McDade and Captain William McDade.

The *Union Advocate* of Newcastle, which has for the past five years been issuing a seven column twenty-one and a half inch paper will shortly reduce to the standard six column size. Increased cost of production is given for the cause of the change.

Pte. W. Earl MacDonald, who went overseas as Quartermaster Sergt. of the 132nd Battalion, was reported wounded and gassed on August 15. Before enlisting Pte. MacDonald was assistant foreman of the *Union Advocate*, Newcastle, N.B.

J. B. Cameron, formerly of St. John and more recently of the staff of the Omaha *World-Herald*, who returned to Canada to enlist in the naval service, has been promoted to the rank of assistant paymaster and transferred to the headquarters offices in Ottawa.

Plans are being discussed for the establishment of a new paper in St. Stephens, N.B., as the organ of the Liberal party for Charlotte county. J. M. Scovil and J. W. Scovil have been active in the work of organization. So far, no announcement has been made regarding the date of publication.

Lance Corp. William Parsons, of Fredericton, who was recently killed in action, was a well known printer of that city, having worked in all of the local offices as well as in St. John. Lance Corp. Parsons went overseas as Sergt.-Major of the 104th Battalion but reverted to private to go to the firing line.

NEWFOUNDLAND

Pte. Joseph W. Wells, of the Newfoundland Regiment, formerly of the staff of St. John's *Daily News*, was killed in action on August 14.

The publishers of Newfoundland are fast coming to realize the value of illustrations in their publications and are using them more than ever.

M. W. Cook, foreman of the mechanical department of St. John's *Daily Star*, spent a vacation north as far as Twillingate during September.

There is an opening in Newfoundland for an engraving establishment, as at present engravings of all kinds have to be imported, often necessitating long delays.

John J. Evans, eldest son of John J. Evans, proprietor *Newfoundland Quarterly*, was married last month to Miss Elizabeth Murphy, daughter of Patrick Murphy, Esq., West End Road Inspector.

Preparations are now in progress for the Christmas trade in the printing trade. The number of holiday publications this year promises to be greater than ever.

P. J. Summers, recently appointed Deputy Minister of Justice, Newfoundland, is another ex-member of the Fourth Estate to receive high appointment in the Newfoundland Government service. Mr. Summers was editor of the St. John's *Evening Herald* for some time previous to that paper being taken over by its present owners.

A. L. Barrett, manager *Curling Western Star*, has started on an extended tour through the country. During the month of October he will visit many parts of the East Coast and spend a few days in St. John's, attending a special session of the Anglican Synod, which is being convened for the election of a new Bishop.

Some changes are about to take place in the editorial department of the St. John's *Daily Star*. Information to hand states that Editor Mosdell will be leaving shortly to take the position of city editor of the Toronto *Star*. D. R. Thistle, present business manager, becomes managing editor of the *Daily Star*. Dr. Mosdell has had a wide newspaper experience and was one time on the editorial staff of the Toronto *Star*, and his return to the great illuminator of the Queen City as its chief in the editorial department is a favorable commentary on his ability shown in the press.

The Dead

Arthur Asa Hill, for many years editor of *The Automobile Dealer and Repairer*, and also of *The Blacksmith and Wheelwright*, is dead. Aged 64. Mr. Hill was one of the original members of the New York Press Club.

Edward Gerard, who for many years worked on the staff of the Halifax *Chronicle* press room, is dead in Boston. "Ned" Gerard was one of the best known men in Halifax some twenty years ago, when he took part in many of the tug-of-war tournaments held in the old Exhibition Building.

Lieut. Arthur S. McLean, brother of Keith McLean, editor of the Huron *Expositor*, and third youngest son of the late M. Y. McLean, M.P. for South Huron, died of wounds in France on August 15. He was wounded in the autumn of 1916, and after treatment in English hospitals for six months returned to the trenches. He was unmarried and about 30 years of age.

George Edward Killen is dead at New Lindsay, Alberta, at the age of 70 years. He was for some years engaged on the Windsor *Record* as a reporter. From Windsor he removed to Chicago, where he occupied a responsible position on *The Journal*, and subsequently transferred his services to the Chicago *Evening Post*. His health giving way, he made a trip to his native country, Ireland, but found little benefit from the journey, and, returning, he moved to Alberta, where he devoted his remaining years on a farm adjoining that of his sons.

William Clark, one of Toronto's oldest printers, died last month in Toronto. Mr. Clark, who was 80 years old, commenced his apprenticeship with the old *Leader* at the corner of Toronto and King Sts. just 65 years ago. He was on the *Globe* for a number of years, later being employed with the Moore Printing Company, Newton and Trelor, and the Carswell Printing Company. For the last twenty years he had not been actively engaged as a printer, although he was a member of Typographical Union No. 91 until the time of his death. He was unmarried.

General

The King, has granted to Mr. Geoffrey Robinson, editor of the London *Times*, authority to take the surname of Dawson, and he will be known henceforth by that name only. Permission is also given to Mr. Robinson and his issue to bear the arms of Dawson only.

Despite paper limitations and the extreme pressure of world shaking events, leading journals like the *Times*, *Morning Post*, and *Daily Telegraph*, publish occasional articles attempting to unravel the tangle of the Canadian political situation.

David Lloyd George, the British Premier, is commencing proceedings for libel against certain newspapers which announced that on the occasion of a recent air raid the Premier left London for his house at Walton Heath. The fact is that the Premier started for France that night.

Penalties amounting to £50 were imposed on the publisher of the *Financial Critic*, London, Eng., for publishing the paper without the requisite imprint, the imprint being "printed and published by the proprietors," though the proprietors were not printers and gave the work out to printers at a distance.

Faced by a war shortage of news print paper, German manufacturers are making use of a de-inking process that was discovered several years ago in order to reclaim at least a part of the stock that has already been used. The cost of regenerating paper is said to average \$17.27 a ton, making the process highly economical.

German language newspapers in New York have lost most of their theatrical advertising. Advertising managers of New York theatres said this week that all of them had acted independently. They had been asked to withdraw their advertising from the German newspapers by various patriotic organizations but no concerted action had been taken.

A nation-wide advertising campaign is being carried on by the food administration of the United States, without cost, in co-operation with advertising companies, the Treasury Department, municipal authorities and electric light companies. The slogan adopted is: "Food will win the war - don't waste it," and this message soon will appear on posters and electric light signs in all of the larger cities.

The first case on record in Chicago where a news writer has been exempted from service in the National Army came to light recently when an appeal board decided that Glenn Garlough Hayes, managing editor of *Better Farming*, would not have to go to the trenches. It was stated his articles on food conservation were of greater value to the nation than his work would be as a soldier.

John Rennie, an official of the McClure Newspaper syndicate, New York city, brought his 18-year-old boy over to Canada to enlist with the Canadian Mounted Rifles. Both Mr. and Mrs. Rennie are natives of Toronto.

More than 22 years have passed since Mr. Rennie left Canada. The last place he worked at in Canada was the Hamilton *Herald* office, where he was employed as a stereotyper.

Government agents raided the Philadelphia *Tageblatt*, a German morning newspaper published in Philadelphia, and arrested Dr. Martin Darrow, managing editor and Herman Lemke, business manager on charges of violating the espionage act. L. Warner, editor in chief of the *Tageblatt*, and Waldermar Alfredo, of the editorial staff, surrendered to the Federal authorities on learning that warrants had been issued for their arrests.

Mayor Thompson of Chicago has filed precepts in new libel suits. He asks \$500,000 damages from the Chicago *Tribune*; \$250,000 from the Chicago *Daily News* and Victor F. Lawson, its publisher; \$200,000 from Jacob M. Dickenson, former Secretary of War, who has made vigorous comment on the Mayor's anti-war attitude, and \$200,000 each from H. H. Merriek and Arnold Joerns, respectively president and secretary of the local chapter of the National Security League. The Mayor has also sued the Chicago *Herald* and James Keeley, publisher, for \$250,000. Thus the total damages claimed aggregate \$1,600,000.

Newspaperdom

The annual convention of the Associated Business Papers, Inc., will be held on October 11-13 in Chicago.

Maxim Gorky's newspaper, *Novaia Zhizn* (New Life) has reappeared under the name *Svobodnaia Zhizn* (Free Life).

Publication of three Berlin newspapers, *The Tages Zeitung*, *Boersen Zeitung*, and *Freisinnige Zeitung*, has been stopped by the military censor.

On October 27th will be published in the New York *Evening Post* the first unified, authentic message from New Russia to America. In special articles and statistical studies, the commercial possibilities in Russia will be analyzed.

The Portland *Deutsche Zeitung* has suspended publication and in its place will appear the Portland *American*, printed in English exclusively. German employees, including Max Lucke, editor, and Martin Dudel, telegraph editor, have been dismissed. Only American citizens will be employed on the *American*.

A Spanish royal order, issued recently prohibits the exportation of all papers and board except hand-made paper, paper cut into sheets for envelopes and writing paper, cardboard cut into boxes and other articles, straw packing paper, and cigarette paper. No paper clippings, waste paper, or rags may be exported.

Half a score of Mexico city newspapers have been ordered to cease publication on the ground that their further issuance was contrary to public morality. A majority of the newspapers closed have been anti-American in spirit, and *La Defensa* and *La Redencion* have been especially active in pro-German propaganda.

At a general meeting of the London branch of the Institute of Journalists the executive

was requested to consider the advisability of taking steps towards the formation of a national joint newspaper board, representative of all organized press interests and able to take action in defence of newspaper interests as a whole.

Newspaper men played a large part in preparing the way for "Camp Library Week," September 24 to 30, in which the American Library Association planned to raise \$1,000,000 to construct, equip and maintain main and branch libraries in the 32 cantonments and camps in the United States, and to furnish books to men at the front and in the navy and to the sick and wounded.

The Administration Trading with the Enemy Bill, which passed the House without a dissenting vote last July, was passed by the Senate last month with many amendments, including one giving the President power to embargo ports immediately, and another prohibiting publication of war comment in the German language unless accompanied in a parallel column by a translation in English.

Despatches from Berlin say the newspaper *Germania* has been suppressed by the Government until further notice. *Germania* was the leading organ of the Catholic centre and stood midway between the annexationist wing represented by the Cologne Volks Zeitung, and the Erzberger School. It represented such a powerful influence that the action of the German censor appears to be decidedly daring.

Miguel Almereyda, editor of the Paris *Bonnet Rouge*, died last month in a prison infirmary. M. Almereyda was under arrest on a charge of sedition. His apprehension was a sequel to that of another member of the *Bonnet Rouge* staff, upon whom a suspicious cheque for 150,000 francs was found on his arrival from Switzerland. A charge was preferred of having dealings with the enemy.

More than 100 newspapers, weekly and monthly magazines are now under investigation by the post office authorities in Washington. The great majority of these are owned, edited and distributed by persons identified, generally in official capacities, with the socialist, pacifist, anarchistic and I. W. W. movements in this country. All of them favor immediate peace with Germany, as a rule on the term which the Prussian autocracy is said to approve, and all of them are frankly and outspokenly against the government at Washington.

The interministerial Press Committee of France has been advised that Norwegian print paper manufacturers have just cancelled their contracts, because of the German submarine blockade. A similar step has been taken by the Swedish manufacturers on the ground that the export of print paper has been forbidden by the Swedish government. As the French newspapers draw 50 per cent. of their supply from Scandinavia it is foreseen that they very soon will be obliged again to reduce the size of their sheets. The increase in price before this caused an economy of 15 to 18 per cent. in the consumption of paper.

Representations have been made to the British authorities with a view to having the ban on the export of printed matter of all kinds completely lifted. The effect of this would be to remove the ban on the export abroad of the *Nation*, the *Labor Leader*, and other papers, and also possibly the ban on cuttings. The view appears to be gaining ground that the ban on such exports does not produce the result intended and that, for example, much more harm was done in America by permitting the *Morning Post* to be sent through freely, with its extraordinary attacks at different times on America, than could be done by papers like the *Nation*.

In Italy office and writing papers, except legal papers, may be manufactured and sold in single sheets only. No posters larger than twelve square inches may be used, and all handbills and circulars are prohibited. Italian official publications are to be suspended, or reduced, wherever possible, and magazines are to be cut to one-quarter of the size which was used prior to June 1, 1915. According to an Italian manufacturer, no cellulose has been shipped into Italy for more than two months, and there seems to be little chance of importing any soon. Italy's chief source of supply

of wood pulp and cellulose has been Scandinavia.

The American *Socialist*, the official weekly publication of the National Socialist Party, has had its second class mailing privilege revoked. This order is said to have grown out of the fact that the last three issues of the publication in June were held un-mailable under the espionage law. While a score of publications have had various editions held up under the censorship clause of the Espionage act, The American *Socialist* is the first publication to lose its second class mailing privilege. Since the Liberty edition of June 30 was held up it has been issued under local censorship, all matter being submitted to the local Post office officials for approval before being published.

Many fresh developments and discoveries have been made since Mr. Malvy in the French Senate demanded the status of all papers which have arisen like mushrooms in France in the last few months. They are evidently being made the subject of careful inquiries by the police. The *Bonnet Rouge Tranchee*, Republican, was suspended and it is announced that the weekly *Les Nations* has also been ordered to suspend. *Les Nations* ostensibly aimed at being a continental counterpart of the *Nation* and included among its collaborators a number of Englishmen, the good faith of some of whom must have been deceived. Roughly summarized, its effort was to spread among the intellectuals the propaganda of doubt which the *Bonnet Rouge* sowed among the ignorant. It is published in French with occasional articles in English from men like Bernard Shaw, Massingham and Robert Dell, who has long been the Paris correspondent of the Manchester *Guardian* and who was editor of the publication.

LINOTYPE INSTALLATIONS

Recent linotype installations are: *Spectator*, Hamilton; *La Presse*, Montreal; *Monopolino Co.*, Toronto; *Speaker*, New Liskeard; *News*, Viking, Alta.; *McMurray Book and Stationery Company*, Fredericton; *Banner*, Orangeville; *Strathmore Press*, Toronto; *Age*, Strathroy; *Echo*, Warton; *Tribune*, Winnipeg; *Sun*, Milverton; *Swedish Canadian*, Winnipeg; *Leader*, Regina; *Confederate*, Mount Forest; *Le Devoir*, Montreal; *Plaindealer*, Youngstown; *Mercury*, Guelph; *Examiner*, Barrie; *Northern Light*, Bathurst, N.B.; *Hills Ptg. Co.*, Sault Ste. Marie; *Telegraph*, Kitchener; *Publishers Ltd.*, Toronto; *Ukrainian Pubg. Co.*, Winnipeg; *Vor Flyvende*, Winnipeg; *Free Lance*, Westville, N.S.

FOOD CONTROL ADVERTISING

THERE is running an extensive advertising campaign in Canada under the joint direction of the Dominion Food Controller, W. J. Hanna, and the Organization of Resources Committee of Ontario.

All daily newspapers in Ontario have been carrying ten advertisements of 1,400 lines, each aggregating 14,000 lines.

All weekly rural newspapers and weekly class publications have been carrying two advertisements of 1,050 lines each; aggregating 2,100 lines.

All agricultural weeklies have been carrying two advertisements of 1,400 lines, aggregating 2,800 lines.

The advertising commenced on September 11 and will be concluded about the middle of October.

It is likely that similar campaigns will be put on in most of the other provinces in Canada, the Food Controller having offered to pay one-half of the cost of such a campaign in any other province, provided the provincial committee in charge of food conservation will arrange for the payment of the other half.

The campaign in Ontario is costing \$25,000, and is being placed through the J. J. Gibbons Advertising Agency.

PRINTERDOM

W. H. Smith & Son, British printers, have seen four or five thousand go from their house into the national services.

It is announced that last year's veto of the British War Office on the posting of Christmas and New Year cards to the United States of America and Canada has been removed.

The war has created a tremendous demand for Bibles in the United States. Publishers at New York declare that anyone who possesses a set of electrotype plates for the New Testament, pocket size, owns something almost as valuable as a steamship.

Through its executive council, the International Typographical Union was one of the first trade unions to subscribe for the initial issue of Liberty Bonds, in the United States. In the allotment of these bonds the International Typographical Union's subscription was cut from \$50,000 to \$30,000. Subordinate local typographical unions subscribed to the amount of \$51,850, while the subscriptions of individual members and the purchase made through chapel organizations amounted to \$1,130,300, bringing the total subscriptions made by members of the union up to \$1,215,000.

ECONOMIES IN PRINTING

THE creation of an Editorial Board of three members of the Civil Service thoroughly conversant with public affairs is recommended by the Joint Committee of both Houses which has been considering economies in public printing as the most effective way to bring about a reduction in the cost of Parliamentary and departmental printing.

TRAVICE A. TOD

THE National Paper Company of Montreal announces that it has secured the services of Travice A. Tod as Manager of Sales. Mr. Tod for the past nine years was President and Managing Director of the Federated Press Limited, Montreal, as well and was also connected with the Canadian Cost Commission for Printers, and was Honorary Secretary of the Employing Printers and Bookbinders Association of Montreal.

DICTAPHONE AND LINOTYPE

AN interesting experiment was tried out on the North Adams (Mass.) *Transcript* recently when a dictaphone and a linotype figured in the composition of several news items. A reporter talked into the receiving mechanism of the dictaphone, the completed record being sent to the compositor, who secured it to his head with the usual phones. As an experiment it was an unqualified success, but it is doubtful if it would be practical in every-day work.

THE NON-DISTRIBUTING SYSTEM

THAT it is an economical error to distribute type used for printing any kind of a job is the firm belief of many many printers; and the increasing sales of Monotype equipment to job printers and the repeat orders would seem to show that the strenuous educational work and the Monotype makers are beginning to persuade printers.

Such firms as American Litho. & Printing Co., of Des Moines; Wilson Printing Co., of St. Louis; M. F. Shafer Co., of Omaha; Victor Talking Machine Co., of Camden, N.J.; Sewall-Clapp Envelope Company, Chicago; Kalamazoo Loose Leaf Binder Co., of Kalamazoo, Mich., and other prominent printers are adopting the Non-Distribution System.

NEW HAMILTON PRODUCT

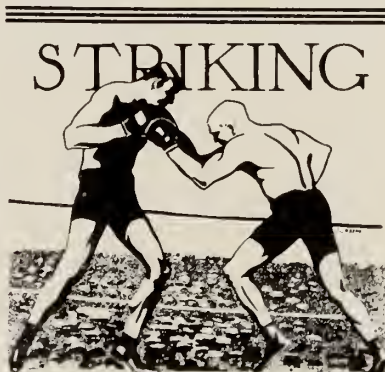
A NEW article now being brought out by The Hamilton Mfg. Co. that is especially efficient is a truck for galleys. These trucks are made in several styles to hold galleys of various sizes and are being produced in both wood and steel construction. By

their use it is possible to handle type pages or straight matter in wholesale quantities without danger of pi. They also afford a temporary storage place between departments, and being arranged with numbers on each galley opening serve to keep the matter classified where it can be located instantly when wanted.

These trucks can be used to advantage by even the smaller print shops and are invaluable in large plants where tariff work, catalogs and magazines are handled. One shop is using close to three hundred of these trucks.

CHRISTMAS PAY ENVELOPES

THE Goes Lithographing Co., Chicago, are advertising Christmas Pay Envelopes and Christmas Contribution Envelopes. This is something new that this company has just put in stock. The envelopes are the size of



Often you want an Artistic and Striking Announcement of some new feature of your business—you wish in a Striking way to place your proposition before your prospect.

We can help you to say what you wish to say in an attractive forcible manner. The various departments of our organization are at your service.



DODD-SIMPSON PRESS LIMITED.

Printers and Idea-Mongers, corner Notre Dame Street W. and Atwater, Montreal P.Q.
Phone Main 7568 will connect with all departments
New Phones - Victoria 1303 and 1413

An excellent bit of work. The original was in two colors, burnt orange and black, on a primrose stock. The idea was a folder. The use of the word "striking," and its picture interpretation gave "punch" to this piece of printed matter.

the regular pay envelopes that are used by concerns in nutting up the wages of their employees, and it seems reasonable to believe that during the holiday season there will be a demand for envelopes of this kind. The envelopes are lithographed in four colors with holiday designs, and two different designs are available.

In reference to the Christmas Contribution Envelopes, that is something that will appeal to churches, many of which, during the holiday season, hand in a special contribution in envelopes that are mailed to them by the church pastors. This new line is ready, and the makers will be very glad to forward samples and prices to any printer or stationer upon request.

PROTECT YOUR DUMMIES

A RECENT number of *System* suggests prevention of pirating good ideas embodied in dummies submitted to prospective customers by attaching a label containing the name and ad-

dress of the printer, reading somewhat as follows:—

"We make no charge for this dummy. In return, we hope that any original ideas incorporated herein will receive due recognition, and should you find this sample not acceptable for placing the contract you will return it to us."

Every printer realizes that an attractive dummy is a sore temptation to competitors; this plan rather puts it up to the buyer not to pass it around.

A member proposes that we use a rubber stamp or sticker, reading as follows:—

"This sketch or dummy is submitted for consideration only, and is to be respected as our exclusive property. It is to be returned without being copied, shown to any other printer, or used in any way whatsoever without our permission."

BROTHER JONATHAN BOND

WHAT is truly described as being "an extraordinary presentation of motive and achievement concerning Brother Johnathan Bond"—"the writing paper for business"—has been issued by the J. W. Butler Paper Company, Chicago. This particular publication is a Specimen Book executed with extensive regard for effectiveness, chastity of expression, and the customer's favor. The very wrapper is unique and expensive, and the Specimen Book is extraordinarily well conceived. Words quite fail one in any attempt to convey the conception and success in execution of this book. The best that PRINTER AND PUBLISHER can do is to advise its readers using stationery to sell—printers, for example; and consumers of stationery—publishers, for example—to send for the book. It is its own revealer.

INSTALS STEEL FURNITURE

THE New York *Evening Post* is completing the installation of an equipment of steel furniture in its advertising composing room. The work was begun last spring. It provides a standardized basis for the entire "ad alley" department.

The system is the latest creation of the Keystone Type Foundry. Every tool and every type has its appointed place, selected with a view to convenience. This insures against loss of time. A co-ordination is secured which makes possible high efficiency. There are composing racks, imposing stones, galley racks, storage cabinets, and other devices.

The advertising composing room of the New York *Evening Post* is a busy place. In it are set not only all the advertisements for the *Evening Post*, but all those of the *Nation*, the *Nautical Gazette*, and many advertisements for advertising agencies in New York.

DEVELOP DIRECT ADVERTISER

In looking around to see how best we could help—and help is the right word—we decided to buy the best brains in the market, hiring these to work with our own experts, in the building of a series of booklets that we are to distribute, gratis, to business executives of the Dominion. These monographs are not advertisements, so much as business aids, written by acknowledged business leaders in their fields. They will tell you how to write letters that land results—how to build business-bringing booklets—to design catalogs that originate orders—to prepare and revise mailing lists—to plan direct-mail advertising campaigns—to make your newspaper and magazine advertising more resultful—a round dozen booklets. They will be of standard size, suitable for filing or binding, printed with all the pride in performance that has made our house noted as master printers. They will be handsomely illustrated, when pictures are needed. They will be real desk servants, steady workers and reliable references. Text of circular from The Mortimer Co., Ottawa.



Phone Adel. 5458

Night, Park. 3463

FIRE!



Have you a Bazine Can?

Do you know that most fires could be prevented if proper precautions were taken for the storing of bazine and gasoline, and the disposal of oily waste?

Come in and see our waste and bazine cans, or send us your order and we can assure you of satisfaction. We carry the can approved by the Underwriters Association.

Remember that we carry everything for printers. We have what you need.
Let us know your requirements.

Stephenson, Blake & Company

60 FRONT STREET WEST
TORONTO

C. H. CREIGHTON,
Manager

Right opposite
New Union Station



Reliable Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

THE STEEL COMPANY OF CANADA LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY
TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

**ALL DEALERS
SELL THEM**



WETTER Numbering Machines

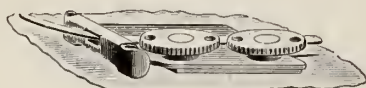
Can always be depended on for Accurate Work

We have Models to suit all requirements from \$7.00 up

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, New York, U.S.A.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VICE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues

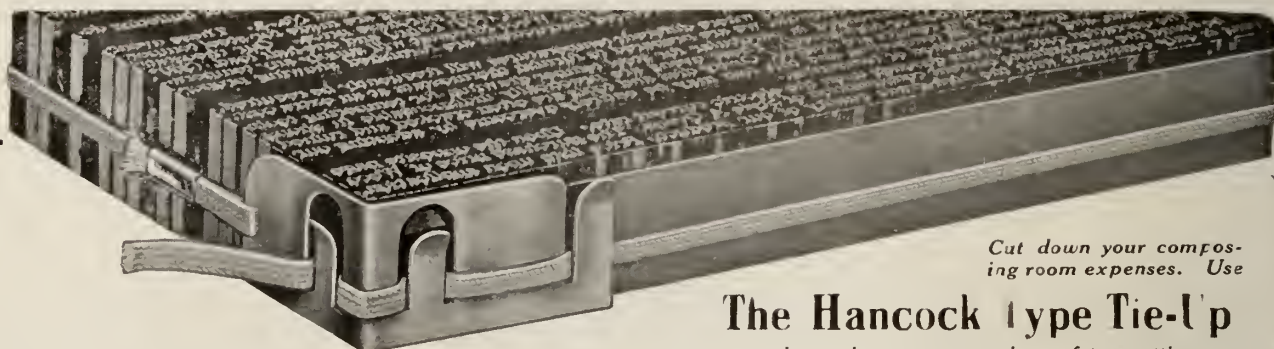
QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.



Cut down your composing room expenses. Use

The Hancock Type Tie-Up

and save time on every package of type setting.

Tying up a page with the Hancock Type Tie-Up is a matter of from five to ten seconds and it can be untied in five seconds or less.

It is positively a time and money saver. Write for full particulars.

H. H. HANCOCK

LYNN, MASS., U.S.A.

Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks*, working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

SIX SOLD LAST MONTH

REAL PRESS BARGAINS

**CYLINDER PRESSES FOR A FEW HUNDRED DOLLARS AND ON
VERY REASONABLE TERMS**

Under existing conditions we did not anticipate such a demand, but evidently the Canadian printer is not slow—in fact, is a real live one—when it comes to bona-fide bargains.

Six of the machines advertised in last month's issue of PRINTER AND PUBLISHER have been sold, and a number of sales are pending. There are several left.

It is simply this. We need the room. Our machine shop must expand. The space the presses occupy is of more value to us than the presses at the present time. That's all there is to this sale. Otherwise you'd pay three times as much for them.

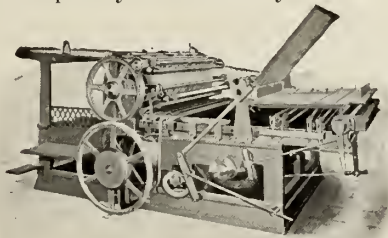
A competitor said the prices were ridiculous. We know that, too. But we must have the room. We must repeat what we said last month. It will be a long, long time before anyone will have the opportunity to buy presses like those illustrated for \$500 and less, and upon very reasonable terms.

Illustrated here are a few of these big bargains. There are too many to show on this page, but we will gladly supply you with full particulars. And remember—we don't require all the purchase price immediately. We'll arrange terms to suit your convenience.

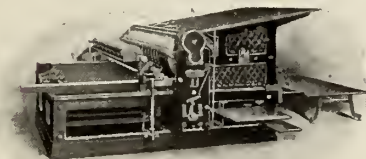
We can tell you how to dispose of your old machine so as to cover most of the initial payments on one of these. Ask us.

The prices mentioned in the below list are for postage stamp selling. A representative of ours will call upon you, however, and fix you up in your press problems when you buy. This additional service will cost you but a few dollars, and will be well worth the money exchanged for expert service.

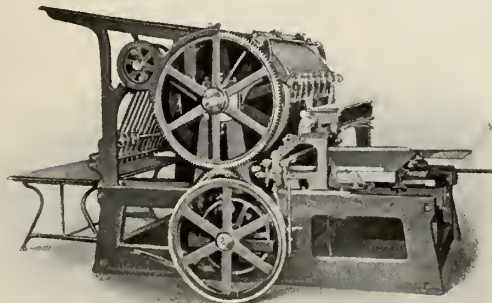
Remember this fact, for it is a fact, the men who have done well in business were the men who knew bargains and bought when they met them. These presses are bargains. Words cannot convey human thought more plainly nor truthfully.



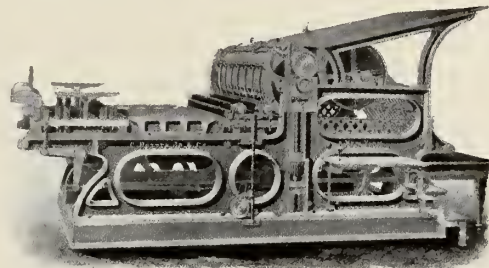
No. 1. WHITLOCK, front fly delivery, bed 37x52,
4 form rollers. 2 presses, \$300 and \$500.



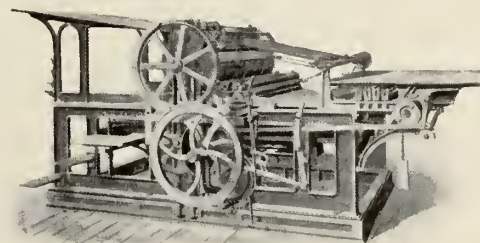
No. 2. WHITLOCK, rear delivery, bed 35x52, 4
form rollers Price \$500



No. 3. BABCOCK DRUM CYLINDER, bed 28x40,
2 form rollers Price \$350



No. 5. POTTER TWO-REVOLUTION, rear delivery,
bed 28x42; capable of handling anything a rear
delivery press is built for. Name your own price.
It must be moved to make room, and it cannot
come into our warehouse.



No. 6. CAMPBELL TWO-REVOLUTION, front fly
delivery, bed 37x52, good condition, overhauled; just
the press for country office; easy on power; 4 form
rollers; as illustrated..... Price \$450

MANTON BROS.

101-105 Elizabeth Street, Toronto

Say you saw it in PRINTER AND PUBLISHER.

Oppenheim

John Bayne Maclean

COL. MACLEAN contributes another chapter on the war situation as he knows it, in his forceful, smashing style. These articles by Colonel Maclean are truly startling by reason of their revelations.

Germany's Secret Work in Canada

GERMANY is plotting in Canada and the United States right now. If you are curious to know just what she is doing, learn from Miss Agnes C. Laut's article in the October MACLEAN'S, "The Plot Behind the Pacifists."

THE biggest single feature ever secured by MACLEAN'S MAGAZINE is a serial story by E. Phillips Oppenheim, British author and a great writer of romantic stories.

The serial beginning in MACLEAN'S for October is "The Pawns Count," a story of the present war, dealing with the work of the secret service agents of the various belligerent countries. You can depend on its being a strong, thrilling story, told by a master of his craft.

BELAND Prisoner of War

THE HON. LOUIS BELAND, a prisoner in Belgium since the beginning of the war, gives the story of his captivity, chiefly in the form of letters to Sir Wilfrid Laurier, in whose last cabinet he held a portfolio.

The story is intimate, vivid, gripping, wholly unusual, and appears in the October MACLEAN'S.

Beating the Customs

AN article full of actual occurrences of how the public attempts to "beat" the Customs, and of how the Customs authorities beat the public. This absorbingly interesting narrative is by J. D. Ronald who, as a Customs officer, came into close touch with offenders and offences. A semi-detective article, this true story makes great reading.

Stringer, Fraser, Leacock and Hendryx

THE work of these masters of the short and long story appears in the October MACLEAN'S. Stringer's story is "The Redeemer of Waste Lands"; W. A. Fraser writes a love story, "For Catherine's Sake"; Leacock has a humorous sketch; and Hendryx continues his captivating story of the Canadian Northwest, "The Gun Brand."

MacLean's Magazine

For OCTOBER

At All News-dealers 15 cents

Help Supplied!

I knew it. In fact they could hardly have produced it otherwise.

I am told that beautiful four-color frontispiece in September Printer and Publisher was done on an Osterlind Press by one man at one-third the expense of doing it on a platen press. It's coming home to me more forcibly all the time. I must get one of those wonderful little job cylinders from Miller & Richard.

Think of it—beautiful high-grade and register work and standard speed of press set at 2,200 to 4,200 impressions per hour.

The price is reasonable and they sell them on easy terms. Looks like turning losses into profits for me. What more do I want? I'll ask them about delivery.

A Wise Printer.

Write for booklet, "Guaranteed Machinery Bargains"

Buyers' Guide

COLLECTIONS

Newspaper Subscription Accounts Everywhere

Turn over to us your past due subscription accounts—let us turn them into cash for you.

"GOOD AT COLLECTIONS"

Read what the Shelburne (N.S.) Gazette says of our service:—

Shelburne, N.S., Aug. 16, 1917
The Canadian Mercantile Agency,
46 Elgin St., Ottawa, Ont.
Gentlemen:—

We have no hesitation in saying that we are greatly pleased with your collections for us. When we placed the accounts with you we feared that little would come of them as we had repeatedly tried to collect the same. Your first cheque came like a present as we were not figuring on it being nearly so big. Your second remittance was also very satisfactory and we will immediately forward you another batch of accounts to try your hand with. We may add that when we forwarded you the accounts we scored the delinquents off our books, and are happy to say that a number of them have again subscribed after settling with you.

We have no hesitation in recommending your agency to other publishers as good at collections, prompt in all correspondence and up to the mark in making payments.

Yours truly,
THE SHELBURNE GAZETTE CO., LTD.
(Signed) W. H. Currie, Mgr.

We can do as well for you. Try us out with a list. It will pay you.

No Collection—No Charge. Prompt Returns

RESULT\$

Write for blank forms to list your accounts, if you have none on hand. Do it now and have your money made before winter sets in.

REFERENCES: The Bank of Ottawa and nearly 200 satisfied Canadian publishers for whom we have been collecting for the last seven years.

THE CANADIAN MERCANTILE AGENCY OTTAWA, ONTARIO

The agency making a specialty of collecting delinquent subscriptions—and not losing the subscriber.

WHILE-U-WAIT



RUBBER STAMP- MAKING OUTFITS

Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buys complete outfit.

Send for catalog

The Barton Mfg. Co.

83 Duane Street

New York, N.Y.

J. R. Walker & Co.

35 Common St. - Montreal

Manufacturers of
PAPER and BOARD

Also purchasers of all kinds of
Waste Paper.

BALERS, WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
Miner & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.

Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER
Albemarle Paper Co., Richmond, Va.
Beveridge Paper Co., Montreal.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER.
Nickerson Bros., 99-101 Worship St., London, E.C., England.

BOOKBINDERS' MACHINERY
Logan, H. J., 114 W. Adelaide St., Toronto.
Miner & Richard, Toronto and Winnipeg.
Morrison, J. L. Co., 445 King St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

BOOKBINDERS' SUPPLIES
Beveridge Paper Co., Montreal.
Brown Bros., Simcoe and Pearl Sts., Toronto.

BOOKBINDERS' WIRE
The Steel Co., of Canada, Hamilton.

COLLECTION AGENCIES
Canadian Mercantile Agency, 46 Elgin St., Ottawa.
Publishers' Protective Association, Goodyear Bldg., 154 Simcoe St., Toronto.

COUNTING MACHINES
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER
J. L. Morrison Co., 445 King St. West, Toronto.

CUTTING MACHINES
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L. Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPE AND STEREOTYPING
Rapid Electrotpe Co. of Canada, 229 Richmond St. W., Toronto.
Toronto Electrotpe & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

ENVELOPE MANUFACTURERS
National Paper Goods Co., Ltd., 144 Queen St. N., Hamilton, Ont.

FEATURES FOR NEWSPAPERS
Cartoonaday Inc., 303 Fifth Ave., New York.
International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS
Beveridge Paper Co., Montreal.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

HAND PRINTING PRESSES
Golding Mfg. Co., Franklin, Mass.

JOB PRINTING PRESSES
Golding Mfg. Co., Franklin, Mass.

JOB PRESS GAUGES
Golding Mfg. Co., Franklin, Mass.
Megill, Ed., 60 Duane St., New York City.

LIMOGES CHINA PREMIUMS
The Limoges China Co., Sebring, Ohio.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Rev. Robert Dick Estate, 137 W. Tupper St., Buffalo, N.Y.
Wing, Chauncey, Greenfield, Mass.

METAL FOR TYPESETTING MACHINES
Canada Metal Co., Fraser Ave., Toronto.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

HOP'S NEW COMIC

THE TIN CAN GARAGE

(5 and 7 Cols.)

Begins October 1st

SCOOP

is still in the game, but
issued only in 6 col.

The International Syndicate

Features for Newspapers

Est'd 1899

BALTIMORE, MD.

McFARLANE, SON & HODGSON, Limited

WHOLESALE
PAPER DEALERS

AND
STATIONERS

14 ST. ALEXANDER STREET
MONTREAL

ATTENTION

OLD TYPE—BRASS

Copper, Zinc, Electro
and Stereotype Plates
and Old Brass

Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.

J. C. & L. W. EPSTEIN CO.
378-380 Front Street East, TORONTO
Ship us your scrap iron, rubber and paper.

Write us for Quotations

This Space

\$25.00

per year

—
\$2.09

per month.

Buyers' Guide

E. PULLAN

WASTE PAPER

Largest Dealer in the Empire.

20 Maud Street, Toronto

ROLLERS We give prompt delivery, lowest prices and complete satisfaction.

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

ENVELOPES

Manufactured in all sizes, printed or plain.

Write us regarding your requirements.

The
National Paper Goods Co., Ltd.

Office and Factory 144 Queen St., N.
Hamilton, Canada

Branch Sales Offices: Toronto and Montreal

Linotype Troubles

will not be chargeable to the metal pot if you use Hoyt's *Faultless* Linotype Metal.

HOYT METAL COMPANY
Eastern Ave. and Lewis Street, Toronto.
LONDON NEW YORK ST. LOUIS
Largest manufacturers of mixed metals in the world.

MILLER SAW-TRIMMER DEALERS IN CANADA

Canadian Linotype, Ltd., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Toronto.
Geo. E. Stewart, Montreal.
Toronto Type Foundry, Toronto and Montreal.

NUMBERING MACHINES

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N.Y.

PAPER MANUFACTURERS AND DEALERS

Beveridge Paper Co., Montreal.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Halls Paper Co., Ltd., Fred H., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Building, Toronto.

Rolland Paper Co., Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.

Wilson Munroe Co., Limited, Toronto

PHOTO-MECHANICAL MACHINES

Canada Machinery Corp., Galt, Ont.

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Ault & Wiborg Co. of Canada, Ltd., Toronto, Ont.

Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

Babcock Printing Press Co., New London, Conn.

Manton Bros., 105 Elizabeth St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Goss Printing Press Co., Chicago, Ill.

Hoe & Co., R., 504-520 Grand St., New York.

PRINTING PRESS MOTORS

Kimble Electric Co., 635N Western Avenue, Chicago, Ill.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg
Stephenson, Blake & Co., 60 Front St. West, Toronto.

PURCHASERS OF OLD TYPE, ETC.

J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

Independent Metal Co., Ltd., 175 King E., Toronto.

RAGS—WIPING

E. Pullan, 20 Maud St., Toronto.

The Levi's, 100-102 John St., Toronto.

REGISTER GAUGES

E. L. McGill, 60 Duane St., New York.

ROLLER CABINETS

H. H. Hancock, 316 Union St., Lynn, Mass.

ROTARY PRESSES

Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.

Hoe & Co., R., 504-520 Grand St., New York.

THE NEW ERA PRESS

A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co., Rahway, N.J., U.S.A.

TYPE FOUNDERS

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

SPOT CASH

We pay spot cash and highest price for Old Type, Copper, Zinc, Electros, Stereos, and Old Brass.

SHIP AT ONCE.

**INDEPENDENT METAL
COMPANY, Limited**

175 King St. East

TORONTO

Long Distance Phone, Main 2378



A Guaranteed
GLYCERINE-
Made

Flexible Glue

SEND FOR YOUR SAMPLE AT ONCE

BAYARD & CO., Inc.

29 BROADWAY NEW YORK CITY

GILT EDGE AND BORDERED CARDS

Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Beveling and Bordering to the trade.

Send for Price List

JOHN BRADFORD

Card Manufacturer

70 LOMBARD STREET TORONTO

China Premiums ARE THE BEST!

Distinctive Services in Many
Sizes. Write for Samples.

The Limoges China Co.
Sebring, Ohio

BUYERS' GUIDE—Continued

MONEY TALKS

Our Service means both. Send us your past due subscription list *To-day*

Publishers' Protective Association
Goodyear Bldg. 154 Simcoe Street
TORONTO, ONTARIO

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Intertype Corporation, World Building, New York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

TYPE TIE-UPS

H. H. Hancock, 316 Union St., Lynn, Mass.

WASTE PAPER DEALERS.

E. Pullan, 20 Maud St., Toronto.

TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish

BOOK, MAGAZINE,
COATING, LITHO-
GRAPH AND MUSIC
PAPERS

Mills at Ticonderoga, N.Y.

Sales Department

Rooms 934-936, 200 Fifth Avenue, New York

Classified Want and Don't-Want Ads.

**2c.
a Word**

Don't-wants may include a press, a chase or two, a cutter, a filing system, etc. Wants may include an editor, a printer, a purchaser for your business; you may want to buy a print-shop. Perhaps you want to swap something for something else. This page is your market; it's cheap enough; 2c. per word for first insertion; 1c. per word each time you repeat. Remit with copy.

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

UNUSUAL OPPORTUNITY FOR ALL-around job printer—Printer seeks partner in very profitable two-man job office in North-west; beautiful growing city of 10,000; only 12 years old; ideal climate; must be thoroughly competent—seeking man, not money; business aggregates over \$10,000 per year and free of indebtedness; paid for out of profits; terms can be arranged with the right man. Send full particulars first letter. Box 43, Printer and Publisher.

INSTRUCTION.

"A POCKET COMPANION FOR LINOTYPE OPERATORS." Price \$1. Address S. SANDISON, 318 West Fifty-second Street, New York City.

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 35 Lombard Street, Toronto.

MACHINERY FOR SALE.

BOOKBINDERS' MACHINERY — REBUILT Nos. 3 and 4 Smyth booksewing machines, thoroughly overhauled and in first-class order. Box 60, Printer and Publisher.

LINOTYPE—THREE MODEL 1 MACHINES with complete equipment of molds, magazines and matrices. Box 35, Printer and Publisher.

FOR SALE — MENTGES NEWSPAPER folder, in good condition, folds four, s.x., eight, ten, twelve and sixteen pages. Will sell cheap. Apply Herald, Prince Albert, Sask. p4p

FOR SALE—POTTER DRUM CYLINDER printing press, in good condition; 5-col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont. (tf)

WHITE PAGING AND NUMBERING machine for sale—only slightly used and in excellent condition, but we have no further use for it. Bargain; terms if desired. Box 67, Printer and Publisher.

NEWSPAPERS FOR SALE.

FOR SALE—ONE OF THE BEST PAYING country weekly newspaper and job offices in Southern Alberta, in good, live town. Will sell with reasonable cash payment down, and balance can be arranged. Apply Box 567, Printer and Publisher, Toronto.

FOR SALE — WEEKLY COUNTRY NEWS-paper and job office in live town in Western Ontario. Good subscription list and advertising patronage. Ready for change January 1st, 1918. Apply Box 571, Printer and Publisher. (tf)

FLOURISHING LITTLE NEWSPAPER FOR sale in Peace River country, Alberta. Opportunity for ambitious man to make some money. Price \$1,400. Box 571, Printer and Publisher. p10p

PRESSES FOR SALE.

FOR SALE—MIEHLE CYLINDER PRESS, 39 by 53, complete with motor and controller. For information, write Box 93, Printer and Publisher.

SITUATIONS WANTED.

COMPOSING-ROOM FOREMAN OF LARGE plant—full responsibility of laying out and directing work; 17 years' practical experience; has ability, initiative, reliability, and never fails to get results. Box 33, Printer and Publisher.

ALL-ROUND PRINTER, FOURTEEN years' experience, desires position. Competent to take charge of typographical and mechanical end of weekly newspaper and job business. Sober and industrious; married. Address Box 568, Printer and Publisher, Toronto. (10)

BINDERY FOREMAN, WITH THOROUGH business experience, good executive ability; able to run a bindery to best advantage. Box 82, Printer and Publisher.

OPEN FOR ENGAGEMENT—A1 PROOF-reader, who is a practical printer with 20 years' experience; able to take charge of proofroom or composing-room; can make translations in French; past military age; married. Box 81, Printer and Publisher.

WANTED—POSITION AS SUPERINTEND-ent or composing-room foreman in medium or large plant; now employed, giving entire satisfaction; several years' experience in estimating, thorough knowledge of modern efficiency methods and standard cost-finding system; 30 days required before change. Box 84, Printer and Publisher.

HALF SHEET POSTER CHASES 2 FOR \$1.00

It's the bargain you've been waiting for but it never came till this minute. Good chases, hardly been used, for your Posters or Mail Lists. Do not hesitate. They'll go fast. Send your dollar and we'll express them to your address. — *Printer & Publisher, Toronto.*

Winter Rollers

*Made Right for Good
Printing and Long Life*

SEND YOUR CORES IN NOW



PRINTERS' ROLLERS
PADDING GUM
PRINTING INKS
LITHO. INKS
EMBOSSING INKS
VARNISHES and DRYERS

CANADA PRINTING INK CO., LIMITED
15 DUNCAN STREET, TORONTO

OURS is the only Printing
Ink House in the world
which is manufacturing
its own
supply of **DYES**

The Ault & Wiborg Co., of Canada, Limited

MONTREAL

TORONTO

WINNIPEG

TRADE **LINOTYPE** MARK



A magazine on my
Linotypes equals
three on my racks

"I found," said a progressive western publisher, "that five hours of one man's time were consumed each day in making magazine changes on my thirty single-magazine Linotypes."

Such unproductive time has been converted into productive time by the following Canadian publishers (and scores of others) who replaced their earlier models with time and labor-saving

Multiple-Magazine Linotypes

Record, Windsor
Reporter, Galt
Warder, Lindsay
Might Directories, Toronto
Packet, Orillia

Herald, Calgary
Star, Saskatoon
Standard, Markdale
Reynolds, Winnipeg
Standard, St. John, N.B.

La Presse, Montreal
Citizen, Ottawa
Weeks Ptg., Halifax
Spectator, Hamilton
Mercury, Guelph

The trend of the trade is determined by the leaders who compose it. Their collective satisfaction is worth many times the cost of individual experiment.

"The Linotype Line" describes all Multiple-Magazine Models. It will be sent you if you give us your address.

CANADIAN LINOTYPE, LIMITED

BOND BUILDING, 66 TEMPERANCE STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

CHICAGO
1100 So. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street

NEW ORLEANS
549 Baronne Street

Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

November, 1917

The MacLean Publishing Company, Limited

Toronto : Montreal : Winnipeg

We're specialists in

Black Inks

We are the only manufacturers of the famous Non-Offsetting Halftone Black.

Our Blacks dry with a lustre.

Have you seen our Victory Black? This ink dries at once and you can back up a form immediately.

"Used in Canada wherever Good Printing is done"

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

128-130 PEARS' AVENUE

- - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.

WINNIPEG CALGARY EDMONTON

Chas. H. Tice,

Manager for Eastern Canada

128 Bleury St., MONTREAL

Phone Main, 5124

“QUALITY” WINTER ROLLERS

“Quality” means “Quality” in our rollers. You’ll know what it means to you when your rollers are “Quality” Printers’ Rollers. A shrunken winter roller is a costly affair. “Quality” Rollers are made by the best roller man in our newest and the only up-to-date six-roller casting gun battery in Canada.

“Quality” Rollers when you want them. This is the time to order yours.

**SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED**

233 Richmond Street West
TORONTO, ONT.

MANUFACTURERS OF

Branches at
WINNIPEG and MONTREAL

**—“Quality” Printers’ Rollers—
And Padding Gum**

We Call the Bluff

Here is the Proof

In the American Printer, issue of October 5, 1917, one of the manufacturers of Cutting Machines publishes an advertisement headed "**Warning.**" This advertisement tells of what is known as a "**double shear**" action of the Knife in a Cutting Machine. This advertisement also insinuates that such a "**double shear**" Knife action can only be furnished by the Oswego Machine Works because of their ownership of a Patent, No. 1084006, issued January 13, 1914.

That advertisement is **misleading**. The **double shear** knife action can be applied to all Cutting Machines. The Seybold Dayton Automatic Cutting Machine has a **double shear** knife action. Such knife action is covered by many **expired** and **previously** issued patents in the **Prior Art**.

We mention below only a few of many claims:

Patent No. 49018, dated July 25, 1865—a claim reads:

" Giving an oscillating motion to the knife during the process of cutting by bringing its ends down one at a time alternately, whether the same is combined with the sliding motion as given by the link or not, or whether the motion is given by cams or any other equivalent means, substantially as herein described, so that the knife descends, one end at a time, in the direction of its cutting edge, for the purpose set forth "

Patent No. 96791, allowed Nov. 16, 1869—a claim reads:

" The movable Knife, when adjusted and operated by levers or cranks of different lengths or their equivalent, from main shaft so as to produce a shear cut . . . "

Patent No. 764585, allowed July 12, 1904—a claim reads:

" I prefer that the crank pins be so set that one shall be slightly in advance of the other and so the Knife Bar shall vary as to their inclination from end to end, thereby causing the cutting edge of the Knife to have an additional shearing action to that caused by its lateral movement "

The competitor claims a construction of two cranks of different lengths or one crank retarded with relation to the other crank, a **new invention**. Compare this construction with the construction covered by the above prior claims and you will find them **identical**.

The Life of a Patent and its Protection is 17 years. "**Figure.**"

The Seybold Dayton Automatic Cutting Machine is the most successful Cutting Machine ever built—successful from the viewpoint of construction and performance, also from the viewpoint that probably caused the advertisement of October 5th; that is, it is successful from a viewpoint of sales.

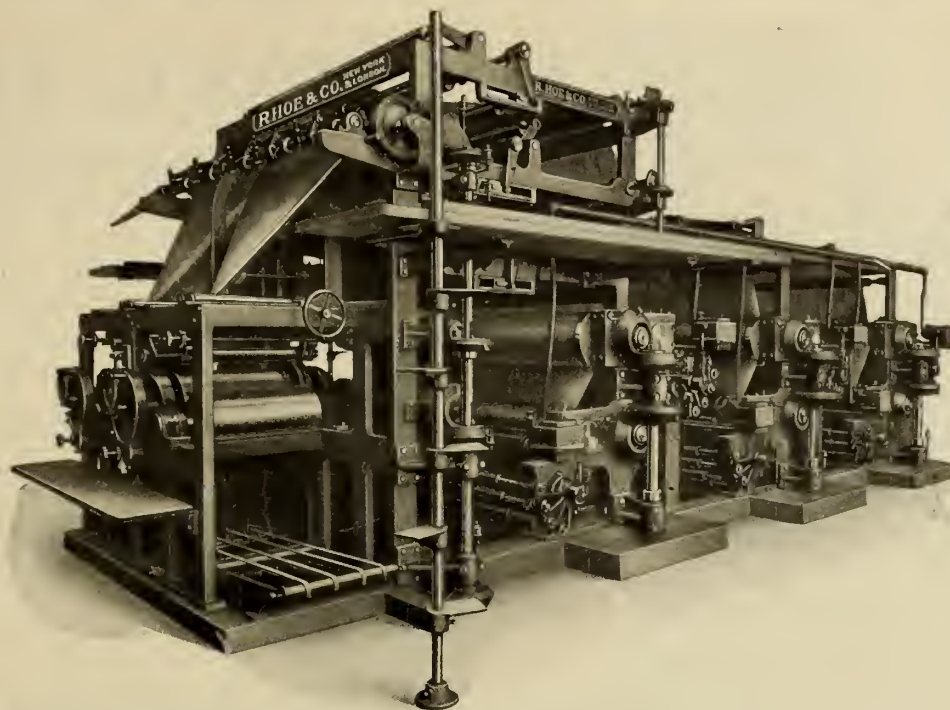
If any manufacturer believes that Seybold Machinery infringes on any valid patents, we shall be pleased to have him present his story **to the Courts** of the Country, which are established for deciding all controversies, not through advertisements in the press.

We publish this announcement to assure our many friends that we fully understand our rights and to say that the Seybold Machine Company, the largest manufacturer of its kind in the World, stands back of every machine it makes and will **protect its customers** in every particular.

Investigation will prove that we are **responsible**.

THE SEYBOLD MACHINE COMPANY

DAYTON, OHIO



One of the two "New Model" Hoe presses installed in the New York Times.
Four similar machines are now being installed for the Philadelphia Public
Ledger and five for the New York Sun

Economy Through Efficiency

With the increased cost of print paper has come a greater realization of the savings which can be effected through pressroom efficiency.

That press which will produce the greatest net output in the shortest time from the smallest quantity of white paper and with the minimum breakages of webs is undoubtedly the most efficient and, therefore, the most economical.

To accomplish this result a press must be well designed, well constructed and smooth running.

Hoe Presses are scientifically yet practically designed by Master Engineers, backed by a century of actual experience. They are carefully and unsparingly constructed by the most skilled mechanics, from the best materials obtainable, and their simplicity ensures ease and smoothness of operation.

HOE PRESSES ARE EFFICIENT AND THEREFORE ECONOMICAL

R. HOE & COMPANY

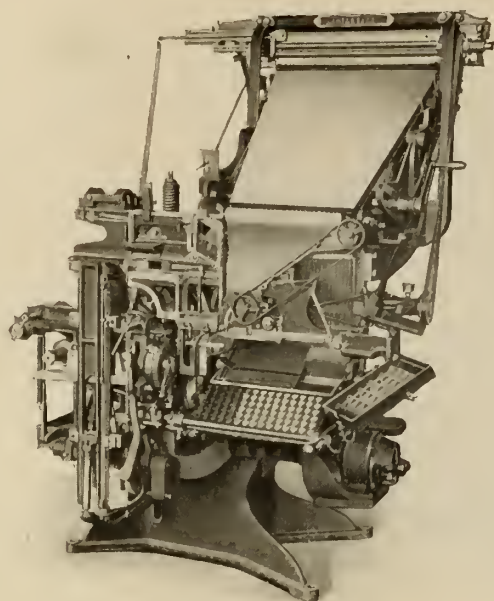
504-520 GRAND STREET

: :

NEW YORK

CHICAGO, ILL., 544-546 South Clark Street
BOSTON, MASS., 7 Water Street

MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road



66 Intertype Employees

have volunteered their services in the war for universal freedom and permanent peace.

How many of *your* employees could be released for military duty if you were using standardized and interchangeable Intertypes *exclusively* in your composing room?

INTERTYPE CORPORATION

General Offices and Eastern Sales Department

50 COURT STREET, BROOKLYN, N.Y.

Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg

The Seybold "DAYTON" Paper Cutters

Combine
Maximum
Efficiency
with
Simplicity of
Construction

*Let us
send you
particulars*



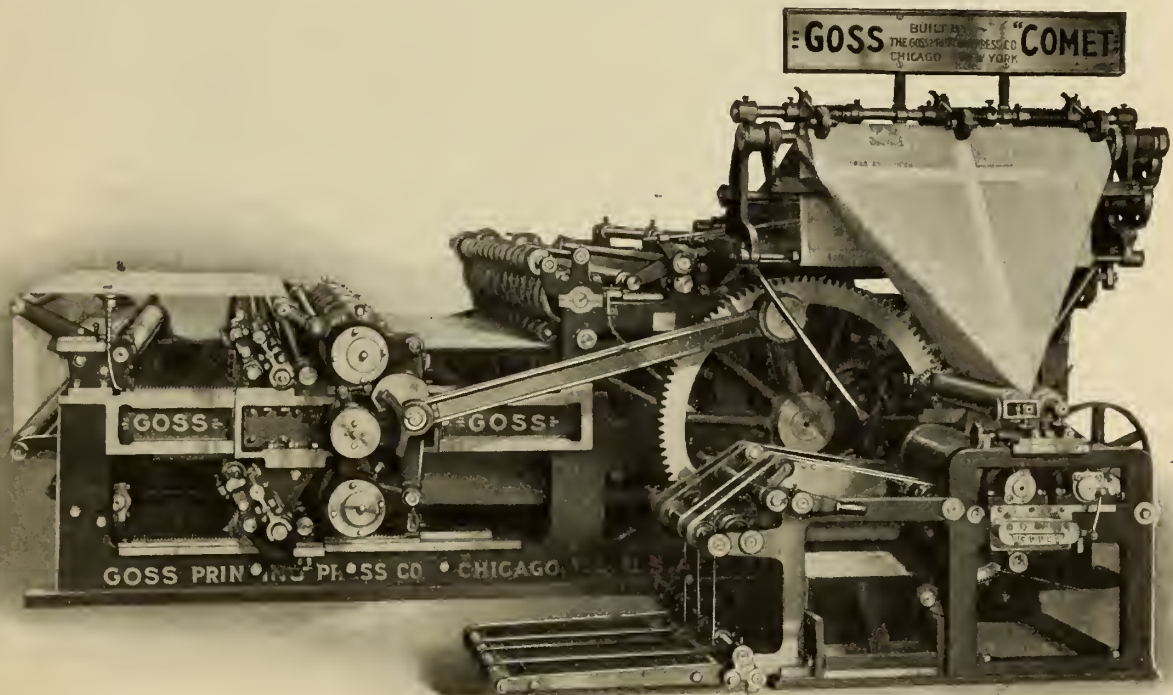
THE J. L. MORRISON CO., TORONTO

445-447 KING STREET WEST

THE GOSS "COMET"

THE IDEAL PRESS FOR THE
BIG "LITTLE" PAPER

(DAILY, SEMI-WEEKLY, WEEKLY)



Prints 4, 6 or 8 Page Newspapers from Roll Paper and
Type Forms. Always Reliable and Dependable.
No Web Breaking.

The Original Single Acting Press.

THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS:
1535 South Paulina St., Chicago, Ill.

NEW YORK OFFICE:
220 West 42nd Street

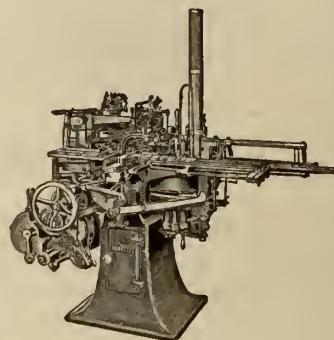
THE GOSS PRINTING PRESS CO. OF ENGLAND, Ltd.
LONDON, ENGLAND

Meeting War Conditions



DEMANDS CONSERVATION
OF LABOR BY INCREASED
EFFICIENCY IN EVERY
DEPARTMENT OF BUSINESS

THE BEST OPPORTUNITY
FOR CONSERVATION OF
LABOR IN THE PRINTSHOP
IS IN THE COMPOSING
ROOM, WHICH OFTEN SHOWS
THE GREATEST WASTE



The printer who is beginning to feel the pinch of war conditions on labor can relieve himself and at the same time perform a patriotic duty by installing the Monotype in his composing room.

The Monotype will do more to conserve labor in composition than any other machine ever invented, and at the same time provide for the conservation of labor of the hand compositors by supplying them with all the material needed to make them a hundred per cent. efficient instead of only sixty to seventy, as now. The Monotype and Non-Distribution will help in the task of

Meeting War Conditions

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA

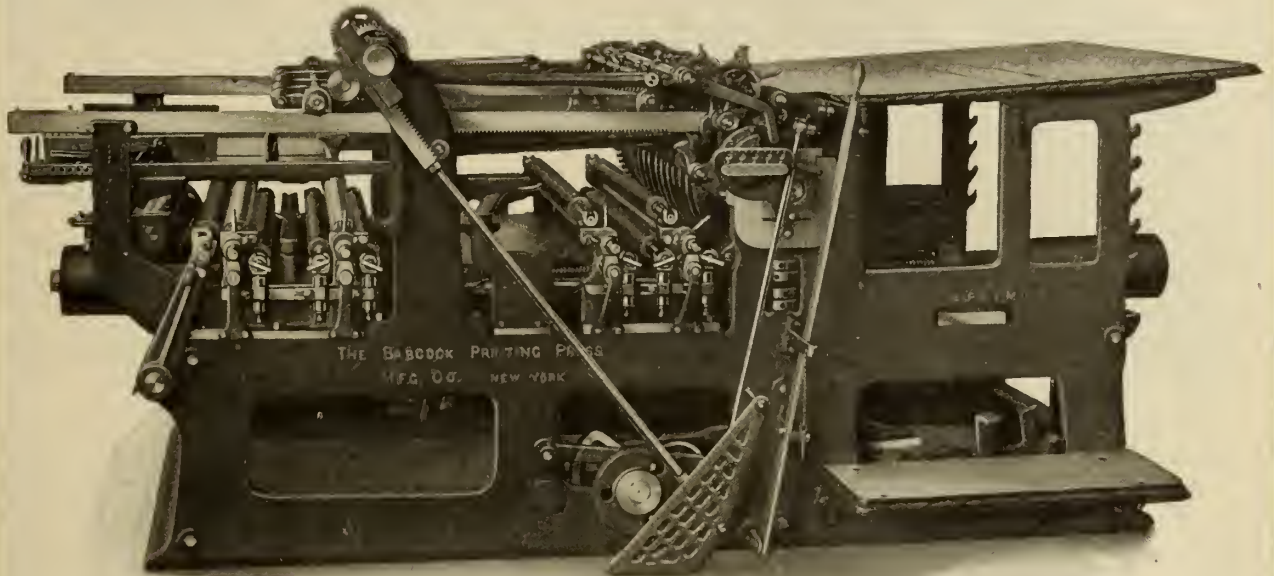
NEW YORK, World Building
CHICAGO, Plymouth Building

BOSTON, Wentworth Building
TORONTO, Lumsden Building

Monotype Company of California, SAN FRANCISCO

The Babcock Optimus

No. 43



Runs easily and quietly at 2,500 per hour, stands low, takes little room, is conveniently handled and, with our other Pony Presses, has never been equalled in printing small forms with big profits.

Every Babcock Optimus

whether large or small—two, three or four roller—embodies every requisite for fine half-tone and color work or for rapid commercial printing. No other flat beds are so universally equipped with time and labor saving devices.

The Babcock Optimus

is built in ten sizes and will print all sizes of paper from a postal card to a sheet 42 x 62 and all qualities from cardboard to tissue without change in adjustment.

See the OPTIMUS at work.

Our Best Advertisements Are Not Printed—THEY PRINT

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba



RELIANCE PLATES ARE MADE TO SATISFY.

And they do satisfy. Their bright, clean printing qualities add that necessary little touch of super-quality so important in the production of high-class printing, — guaranteeing you the further patronage of a well-pleased customer. Your best work is deserving of the dignity that Reliance Plates can give it. May we prove their superiority?

143 UNIVERSITY AVE.

“National” Thread Book Sewing
Machines

“Brown” Folding Machines

Latham “Monitor”

Stitchers
Perforators
Punching
Embossing
Machines, Etc.

“Hickok” Ruling Machines

“Jacques” Shears

Paper Cutters, Etc.

H. J. LOGAN

Bookbinders' and Printers' Machinery

114 Adelaide Street West, Toronto

ELECTROTYPES

made from Electros, Stereos, Woodcuts, Zincs, Half-Tones, Brass Stamps, Etc. Out-of-town orders shipped same day as received. Work and service unequalled. Our new scale of prices and answers to enquiries by return mail.

Toronto Electrotype & Stereotype
Company, Limited

111 Adelaide Street West, Toronto

L. D. 'Phone
Adelaide 1638

TRAYTON BLABER,
Manager



Exclusively —
Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y.

Write

Miller Feeders and Miller Saw-Trimmers

*the two biggest profit
producers for printers*

For descriptive matter
and prices tell

Toronto Type Foundry Co.

LIMITED

Toronto Montreal Winnipeg

Exclusive Dominion Selling Agents

DO YOU KNOW ABOUT

LEAD MOULD NICKELTYPES?

—the system that reproduces half-tone engravings 100% perfect—just like the original, no matter how fine the detail.

You can't do this with the old wax system. Maximum wear and minimum make-ready—that's what Lead Mould Nickeltypes give you.

We guarantee service. Your work when you want it. The only Lead Mould Plant in the country.

Write or Phone

ELECTROTYPERS LIMITED

331 ADELAIDE STREET WEST - TORONTO

Largest electrotype plant in the Dominion

Samuel Jones & Co.

PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables:
Noncurling

LONDON, ENG.

Code:
A.B.C. 5th

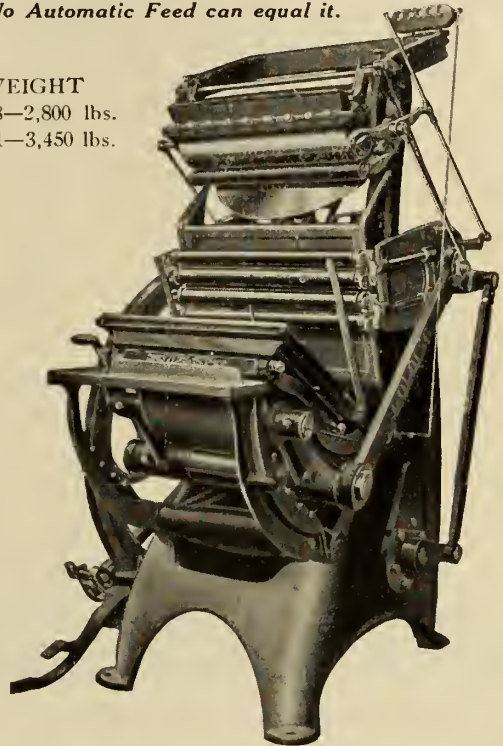
3000 Impressions Per Hour

On 10x15 jobs printed 2 up is
a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression—the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH—DISTRIBUTION—SPEED—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

*Write for a copy of "A Catechism on
the Golding Jobber."*

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.

BOOKBINDERS' SUPPLIES

We call your attention to our large stock.

We are agents for WINTERBOTTOM'S
ENGLISH BOOK CLOTHS.

Also BOOK FINISH FABRIKOID.

Also carry the following lines:

LEATHER, all kinds
DUCKS
CANVAS, Etc.
GUMMED MUSLIN
BINDING BOARDS
PARCHMENT

HAYES THREAD
MACHINE THREAD
WEBBING and TAPE
GOLD LEAF
MARBLING COLORS
RULING COLORS

RULING PENS
ALBUMEN
HEADBAND
INDEX TABS
BOOK EDGE LOCKS
KNIVES and FOLDERS

SILK and MERCERIZED CORD

THE BROWN BROS., LIMITED
SIMCOE AND PEARL STREETS, TORONTO

"RED SEAL" Coated Book "Luxacoted" Porcelain Book



PROTECTED BY REGISTERED TRADE MARK

FOR A QUARTER OF A CENTURY
THESE BRANDS HAVE LED THE
WAY AS THE STANDARDS OF QUAL-
ITY FOR HIGH-GRADE PRINTING.

MANUFACTURED AND SOLD ONLY BY

RITCHIE & RAMSAY, LIMITED
TORONTO :: CANADA

Western Agents: John Martin Paper Company, Limited, Winnipeg and Calgary

Wilson-Munroe Co., Limited TORONTO

WE HAVE LARGE STOCKS ON HAND OF

ROLLAND MADE IN CANADA PAPERS

SUPERFINE LINEN RECORD - - - - - White, Azure and Buff
CANADIAN LINEN BOND - - - - - White
ROLLAND PARCHMENT - - - - - White
EARNSCLIFFE BOND AND LEDGER - - - - - White and Azure
EMPIRE LINEN BOND - - - - - White and Five Tints
COLONIAL BOND AND LEDGER - - - - - White, Azure and Five Tints

ALL STANDARD SIZES AND WEIGHTS CARRIED.

ENVELOPES TO MATCH.

We devote a whole floor in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Do You Want a Strong High Grade Cover
Paper at a Surprisingly Low Price?

Suitable for a Catalogue Cover, Folder,
Card Index, etc., etc.



*This Design is a
Guarantee of Quality*

Fibrestoc Cover

is strong, will fold evenly and emboss deeply

Stocked in White, Brown, Green, Blue, Grey and Buff.

*The Brown and Green also stocked in double thick at same price per lb.
Special sizes, colors and weights made to order in lots of 1400 lbs. or over.*

Send for price. Sample sheets gladly supplied.

MADE BY

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO

MONTREAL

WINDSOR MILLS, P.Q.

Colored Papers a Specialty

Buntin Gillies & Co. Limited



IVORY MILLS M.F.

MADE IN CANADA

A good, general-purpose Writing Paper. It is easy to print and write on and pleasing in appearance.

13c. per lb.

Case, 12½c. per lb.

White Wove, 500s.

17 x 22 —16, 18, 20 lb.

16 x 26 —20, 23 lb.

16½ x 26½—24 lb.

17 x 28 —20, 24, 28 lb.

20 x 30 —32, 36 lb.

21 x 24½—27 lb.

20¼ x 33 —36 lb.

21½ x 33 —40, 50 lb.

22 x 34 —32, 36, 40 lb.

Ne Plus Ultra S. C.

MADE IN CANADA

This paper is made with a soft smooth surface, to take cuts and yet print easily.

13½c. per lb.

Case, 13c. per lb.

STOCKED AT HAMILTON

White Wove, 500s.

17 x 22—16 lb.

17 x 22—18 lb.

17 x 22—20 lb.

17 x 22—22 lb.

17 x 28—24 lb.

17 x 28—28 lb.

22 x 34—32 lb.

22 x 34—36 lb.

22 x 34—40 lb.

Columbian Bristol

22½x28½—90 lb. \$1.80 per 100 sheets

" " 100 " 2.00 "

" " 120 " 2.50 "

Blue, Canary, Green, Mandarin, Pink, White.

Use "STIC-TITE"—the unexcelled Powder Paste.



Hamilton. and Montreal.



"WORLD" Blotting

Printers should use no other
for high-grade work

There's a smoothness and a firmness about World Blotting that stamps it with the unmistakable brand of superiority.

Don't forget that back of every sheet of World Blotting is a thirty years' success record.

"Hollywood" and "Reliance" — our two cheaper lines—are excellent blottings at the price.

Samples free. Write

MAKERS:

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

Use the blotting that has
made good everywhere.

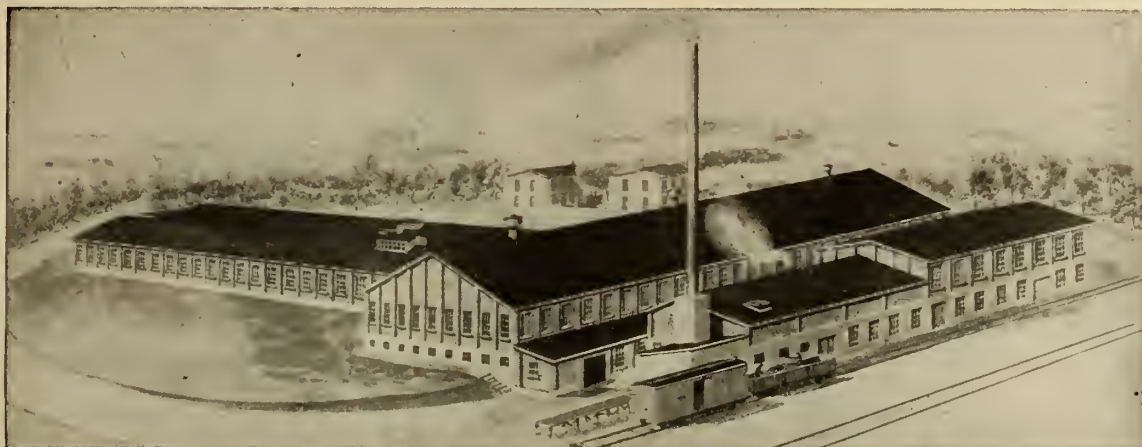
STANDARD BRAND

It's ahead of all others where high-grade printing work is concerned. Standard Brand gives the best attainable results every time.

Let us mail you free samples of the following:

"Standard," "Sterling,"
"Curi-Curl," "Prismatic,"
"Defender" and "Royal
Worcester" (enameled).

Standard Paper Mfg. Co.
Richmond, Va., U.S.A.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
the Coating of Paper.

“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building

Private Exchange Adelaide 1986

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from
the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note
results obtained in the way of repeat orders.

Superfine Linen Record
Earnscliffe Linen Bond
Standard Pure Linen
Colonial Bond
Canada

Canadian Linen Bond
Empire Linen Bond
Crown Linen

Mount Royal Bond
Donnacona
Columbia

Rolland Parchment

Envelopes to match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

We carry a complete line of



Made-in-Canada Papers

**Transportation is
Serious**

ORDER NOW

YOUR STOCK OF

Krypton
Royal-Record
Bell-Fast
Organdie
Genoa
Progress
and
Parchment
Bonds

**The FRED. W. HALLS
PAPER CO., Limited**

Richmond and Duncan Streets
TORONTO

Telephones Adelaide 1028-1029



BRIGHTEN UP
the corner where you are!

If it's only a two-inch space
CARTOONADAY CUTS
HOWELL-DRAWN

will make it stand out.

Write Now for Folder—Right Now.

CARTOONADAY, INC.

303 Fifth Avenue

New York City

Copy specially prepared to fit cuts



ALL SET

FOR THE HOLIDAY TRADE

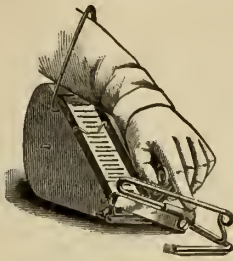
Goes

Christmas Pay Envelopes,
Christmas Checks,
Christmas Savings Club Checks,
Merchandise and Glove
Certificates,
Christmas Contribution Envelopes.

SEND FOR SAMPLES AND PRICES

GOES LITHOGRAPHING COMPANY
42 WEST 61ST STREET
CHICAGO





THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -- BUFFALO, N.Y.

THE INLAND PRINTER

*The Leading Journal of the World in the
Printing and Allied Trades.*

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.

Editorials—Valuable and lively on timely subjects.

Correspondence—Questions answered and troubles in general solved.

Proofroom—Questions pertaining to proofreading discussed.

Book Review—A digest of the latest and best works.

Job Composition—In this department problems of job composition are solved and numerous illustrations are shown in colors.

Specimens—Under this head booklets, circulars and other specimens of printing are briefly reviewed, and illustrated.

The Printer's Publicity—A review and constructive criticism of printers' advertising.

Bookbinding—An intimate and detailed description of the various processes of bookbinding.

Cost and Method—Especially valuable to the employer.

Process Engraving—Queries regarding process engraving are answered and suggestions and experiments exploited.

Pressroom—The art of presswork discussed in detail.

Newspaper Work—Detailed descriptions and helpful hints on all phases of this subject are given for the aid of publishers.

Machine Composition—The linotype machine and its product are discussed for the help of the operator and machinist.

Trade Notes—Brief mention of men and events associated with the industry published under this heading.

Advertisements—The advertising section is a directory of representative American manufacturers and supply houses.

Inserts—Four to eight pages in colors each month.

**THE INLAND PRINTER, 632 SHERMAN STREET
CHICAGO, ILL., U.S.A.**

NEW SULTAN SAMPLE BOOK

IS NOW READY

THERE are nine shades of SULTAN shown. Each shade is printed in harmonizing and contrasting colors that are suggestive.

There are three weights—20 x 25-30; 20 x 25-60 and 20 x 25-100.

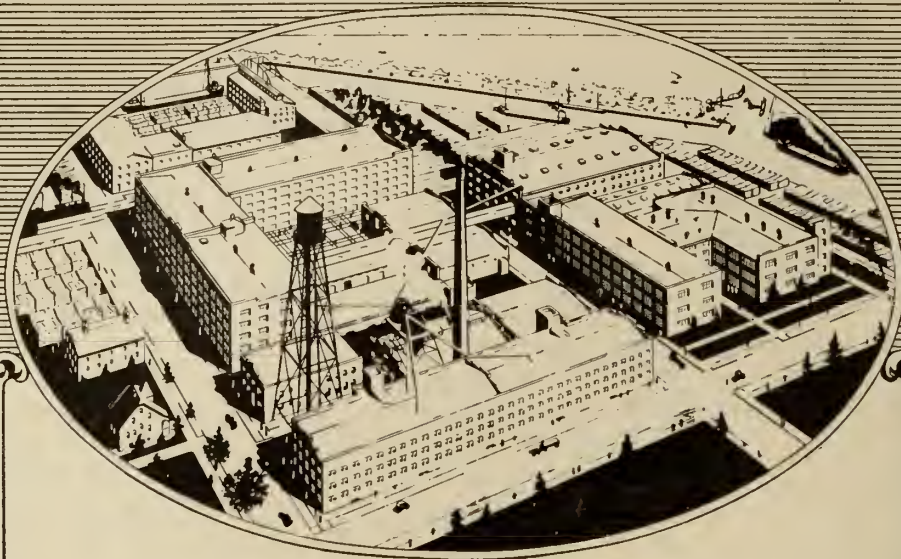
SULTAN COVERS are especially adapted for classy catalogs and in the heavier weights are extensively used for photo and calendar mounts.

To printers who are in a position to use as good covers as SULTAN we will be glad to send a copy of this new sample book upon request.

Please make application direct or through one of our representatives.

Niagara Paper Mills

LOCKPORT, N.Y.



HAMILTON EQUIPMENT FOR PRINTERS

WOOD AND STEEL

EACH detail of the composing-room, no matter how complicated, has been carefully considered and a suitable cabinet provided in the Hamilton line.

These cabinets tend to reduce the cost of operation and increase profits. If you have troublesome and costly operations in your composing-room it will pay you to have our efficiency engineer study the conditions and offer suggestions for improving them. In the long run Hamilton equipment costs you nothing, as it pays for itself in a very short time.

*Hamilton Equipments carried in stock and sold by
all prominent typefounders and dealers everywhere.*

THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N. J.

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York St.; Montreal, 345 Craig St. W.
Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot
George M. Stewart, Montreal. Ave., Winnipeg.
Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd.,
27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated
by picas and nonpareils, mailed free
to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Concerning Printing Prices in Western Canada

J. D. McAra, Calgary, "Puts It All Over" a Kicking Customer—
A Story Told in Correspondence

FROM J. D. McAra, printer and bookbinder, Calgary, one of the strong men in the printing business of Western Canada, PRINTER AND PUBLISHER has received a batch of letters which are herewith reproduced.

Identities are not revealed, yet it is right to say that Mr. McAra's indirect customer is a very big, old and important institution, and a very large buyer of printing. While the particular job in question was a very ordinary one, both as to its character, and as to its amount in money, it suffices to show what printers with good cost systems and giving the public a good service, are up against when the particular individuals giving the order allow themselves to be deceived by a cut price.

Mr. McAra did not serve directly the firm wanting the job, the order being received though an intermediate firm.

Upon receipt of a copy of a hot letter from this intermediate firm's customer, the correspondence was forwarded to Mr. McAra, who, to put it mildly, was peeved feeling that both his honor and his ability as an estimator were impugned. Thereupon Mr. McAra, sometimes in a "blind" way, had several other Western Canada printing firms of good repute prepare estimates, and fortified with their replies, Mr. McAra was in a position to write the stinging letter (the 2nd last in the series following) that must commend itself to all fair-minded men as being both dignified and justified.

The correspondence follows:

LETTER NO. 1—FROM MR. MCARA

The Editor, PRINTER AND PUBLISHER,—

To be told that he is "exorbitant" in his charges, or that his prices are "outrageous," is an experience most printers undergo at one time or another, and the professional buyer sometimes obtains his ends by the use of these or other similar terms.

I enclose you a pamphlet produced by me for — for which I charged \$55.00 for 10,000 copies of the folder, and \$25 for 10,000 of the order forms, a total of \$80.00. My customers were allied with the — in the deal and the latter firm characterized my charges in one of the above terms.

I took the trouble to have estimates given privately from a number of firms in the West, with the result that I received quotations from seven different firms in



J. D. MCARA

Printer and bookbinder, Calgary, and one of the strong men in Western printing. Mr. McAra's article, accompanying, gives indubitable evidence of his spirit.

five different cities, with an average price of \$86.50. I then wrote my customers refusing the charges.

I enclose you the whole correspondence: you can make any use you wish of it except publishing the names of the firms or of their employees.

I take the liberty of thus writing to you as I believe the exposure of this and other similar occurrences to be in the interest of printers generally and may be the means of "stiffening the knees" of the weak or timid brother of the craft.

J. D. McAra.

THE LETTER THAT STARTED THINGS

Mr. —, buyer, has complained to us that the charge for circular printing is extremely high, and we have not the slightest hesitation in endorsing his attitude. This seems an exorbitant price to pay for printing, and it was the writer's understanding that the order forms were to be furnished by you. However, we presume that you took this matter up with Mr. —. We believe competitive bids

on this printing, as we recommended originally, would have brought this cost down considerably.

It was only last week that we had ten thousand four-page folders, printed, folded and delivered, at a net cost of \$36.00. At this rate we should be charged not more than half the amount we are billed for. Will you kindly investigate this matter and communicate direct with —.

Manager.

Letters Received from Mr. McAra's
Brother Printers

A CALGARY ESTIMATE—\$80.00

We are in receipt of your letter of 6th inst. enclosing pamphlet and order blank, and we have pleasure in giving you our quotation:

Pamphlet 4pp. 5½x8½, printed 4 sides and order form 4x8½, printed 2 sides, pamphlet folded, and order form inserted inside 10,000. Complete \$80.00.

A REGINA QUOTATION—\$95.76

In reply to your letter of 6th inst. asking us to give you price on 10,000 each, four-page circular and two page order form, as per samples submitted by you, we enclose herewith estimate covering these jobs, which we think is self-explanatory.

(A detailed estimate on regular estimating form was supplied and the figure quoted was \$95.76.)

LETHBRIDGE ESTIMATES \$92.75

I have estimated cost of two jobs as requested and believe these figures would not vary greatly with the local firms.

10,000 4-page folders \$58.00
10,000 order forms (inserted)... 34.00

A WINNIPEG ESTIMATE—\$85.00

As per your recent request we quote as follows:

10,000 four-page circulars and 10,000 order forms inserted, \$85.00.

All quotations are made subject to prices of paper stocks being maintained, and are for immediate acceptance.

ANOTHER WINNIPEG ESTIMATE \$86.00

10,000 circulars printed as sample, folded once.

Price quoted does not include cuts. \$54.00
10,000 order forms printed two

sides as sample 27.00
Inserting in circulars (Extra)... 5.00

\$86.00

EDMONTON QUOTES \$70—\$76

The writer has had several printers' figures on the forms you forwarded to him. Mr. ——— very kindly checked the figures over closely and gave the opinion that \$70.00 was just a fair price, and that had he been asked to quote on it he would have put in his price at \$76.00. These figures are for the complete job with order forms inserted.

MR. MCARA SUMS THINGS UP

Replying to the communication of the ———, in which they characterized the price charged by me for folders and order form of \$80.00 as "extremely high" and "exorbitant."

The price charged by me to you or to any one for goods supplied is based on the cost to me, to which a reasonable profit is added, and you will readily admit that this is the only safe method to use if I wish to continue in business.

But as my management and organization might be defective and unsound with a consequent unreasonable advance in costs, I have had quotations obtained from seven other sources, most of them at the request of private individuals, with the following results:

1 Calgary quotation of	\$80.00
1 Regina quotation of	95.76
1 Lethbridge quotation of	92.75
1 Winnipeg quotation of	85.00
1 Winnipeg quotation of	90.00
1 Winnipeg quotation of	86.00
1 Edmonton quotation of	76.00

Making a total of\$605.51
or an average of \$86.50.

You can see the originals of these at any time and satisfy yourselves as to their *bona fides*.

Mr. ———, whom the ——— consider as their infallible referee, is not a printer and probably never operated a manufacturing establishment in his life. His opinion, therefore, can only be looked upon as that of a purchaser. There are fair and unfair purchasers, and unfortunately our present business conditions practically compel a man in his position to belong to the latter class. I am not in a position to say anything as to the value of the four-page folder supplied to Mr. ——— without seeing them. It is possible that relatively they are more expensive than the work supplied by me.

That there are printers who would quote half the price I charged on this job is undoubtedly true, and it is probable that Mr. ——— based his statement on an estimate received from such a printer. This being so it is necessary for him and you to bear in mind that an unscrupulous competitor wishing to injure my prestige with a firm like ———, or you, and knowing he would never be asked to produce the job would have a first class opportunity to carry out his immoral ideas.

A firm like ——— ought to hesitate before allowing its name to be associated with any practice that has any suspicion of unfairness or immorality in trading connected with it. But they have done so in this case. Do they imagine that if their price for say butter of A1 quality is 60c per lb., and a competitor has a butter that he calls A1 quality at 45c, that I would be justified in stigmatizing their price as "exorbitant," or "extremely high" without first examining the merits of the case.

You can make any use of this letter that

you think fit. I am prepared to defend my character and that of my business before the highest court of Justice in the Dominion.

MR. MCARA'S CUSTOMER REPLIES

We are obliged for your letter of July 23, in regard to the price of folders and order forms and the complaint as to the price. We have communicated to ——— the result of your inquiries as to prices, and we think this will quite satisfy them that the figure was not out of the way.

* * *

This correspondence at this time serves admirably to underscore the contributions of Messrs. Kimbark, Southam, Quinn &



A. R. ALLOWAY

The new business manager of the Stratford *Herald*. For the past two and a half years Mr. Alloway has been assistant manager of the Canadian Press Association.

Halliwell, appearing in recent issues of **PRINTER AND PUBLISHER**, and ought to be potent in bringing about a better condition of things in the printing industry in Canada. At any rate, it is earnestly hoped that "fool printers," as they have been called—men who underquote, either ignorantly or maliciously, will feel rebuked and disposed to do business as it should be done—squarely and profitably.

J. D. MCARA, PIONEER PRINTER

IT WAS in 1900 that J. D. McARA settled in Calgary and he is, therefore, entitled to the privilege of calling himself "an old timer." For ten years Mr. McARA was associated with the Herald Printing Company and it was not until 1909 that he began business on his own account.

Mr. McARA's long and varied experience in the printing business and his years of association with the commercial and business interests of Calgary have enabled him to build up, in a very few years, an enterprise that is a great credit to him. Located in his own building on Fourth Avenue West, Mr. McARA's plant and equipment are complete in all those details which go to make up a modern printing and bookbinding business. The equipment is of the best, and operated along most modern lines.

Most concerns are operated upon the axiom that "there is no sentiment in business." Mr. McARA has an entirely different idea. He is sentimental and believes in sentiment. He cannot transact business solely on the cold blooded primary consideration of the almighty dollar. His attitude towards his customers and employees is co-operation and mutual helpfulness. This is the "atmosphere" which pervades the whole establishment and it accounts in a large measure for the success which Mr. McARA has achieved in so short a business career.

Mr. McARA, too, recognizes that one of the most powerful factors in business building is honesty—simple, plain honor and truthfulness in every transaction. This doctrine has not always been accepted in the business world, but it must be an inspiration to a man's highest mentality to feel that every effort he makes to promote his business bears the impress of truthfulness and honor. Mr. McARA believes that truth and honesty are obtainable and he has developed to a remarkable degree the power that belongs to strict probity and righteous dealing.—Reprinted from *Martin's Papyrus*.

ALLOWAY TO STRATFORD

A. R. ALLOWAY, assistant manager of the Canadian Press Association for the past two and a half years, has been made manager of the Stratford *Herald*, succeeding M. S. Dunham, who goes to the London *Advertiser*.

Mr. Alloway is still a young man, and has had an honorable record. A practical printer, he was superintendent in the office of the Saskatoon *Saturday Press*. He was also with the Saskatoon *Phoenix* for a time. Later he was editor of **PRINTER AND PUBLISHER**, leaving that position to go to the Canadian Press Association. In his work for the C.P.A. Mr. Alloway has been forceful and successful in promoting the \$1.50 movement, and has visited many county and territorial press associations to urge the adoption of the \$1.50 rate for country weeklies. In his executive labors for the C.P.A. he has been efficient, indefatigable and ever courteous, and his appointment as Mr. Imrie's assistant has justified its wisdom.

KNOX MAGEE

KNOX MAGEE has taken charge of the Winnipeg *Daily Telegram* as editor-in-chief. He succeeds Edward Beck, of Montreal, who resigned last May.

Mr. Magee, an Ontario newspaper man of considerable fame, went to Winnipeg ten years ago from the Toronto *Saturday Night*, where he was assistant managing editor, to become managing editor of the Winnipeg *Tribune*. Two years later he established the Winnipeg *Saturday Post* and built up a profitable publication as well as a printing plant of magnitude. He is an able writer with a wide acquaintance throughout the country.

CANADIAN PRIZE PLAY

GEORGE F. DRISCOLL, one of the lessees of His Majesty's Theatre, Montreal, is offering a prize of \$500 and 2½% of the gross receipts for a Canadian play. Manuscripts will be accepted up to May 30, 1918. The object is to encourage Canadian drama.

The Three-Year Plan of Activities of the U.T.A.

A Co-operative Plan for National Standardization and Uniformity
— A Big and Fine Undertaking Designed to Help Forward
in Esteem and Rewards the Printing Business on This Continent

THE Three-Year Plan of Activities being undertaken jointly by the United Typothetae of America and the allied industries was officially inaugurated as a national activity by a resolution unanimously adopted at the thirtieth annual convention in Atlantic City last year, it being designated as the "Co-Operative Plan for National Standardization and Uniformity."

In that resolution, it was stated that "the scope of the proposed activities is far-reaching in its effect and contemplates suitably covering the entire country, and urges the entire industry of the country to join in the proposed movement."

The plan was undertaken only after consultation with many printers and various supply interests, to determine whether to them the plan seemed to be a desirable one and whether they believed it promised to accomplish the results intended. Upon receiving favorable assurance on these points, work on the financing of the plan was started during last year.

CORPS OF TRAINED MEN

Under the plan the entire country will be divided into as many districts as the funds will permit and there will be stationed in each of these districts throughout the three-year period a corps of thoroughly trained men:

- Field organizers.
- Cost accountants.
- Direct mail advertising specialists.
- Paid secretaries.

The object will be to bring to each community, through this force of men, uniformity in carrying on the work, to establish standard practices throughout the entire printing industry, and to bring to the printers a greater measure of success and prosperity.

Every business enterprise that has salesmen representatives makes its success through keeping such salesmen constantly visiting its patrons. So in this plan: The central object will be to get all the printers to co-operate in local organizations along standardized lines and to keep them so organized through frequent visits of the various men representing the national organization in each local district.

THE CONDITIONS ARE RIPE FOR CO-OPERATION

It is needless to dwell upon the ills which have prevailed, as everyone knows what is wrong and what should be done to correct existing evils. While the plan does not set forth any new or original ideas, it does nevertheless provide a single, effective method for actually accomplishing a vastly improved condition of business throughout the entire printing industry.

The printers universally are weary of conditions as they have been and are ready and anxious to embrace any help that may be offered them. From every section come appeals to send organizers

The accompanying article was part of the report read by Secretary Borden, of the United Typothetae of America, at the recent Annual Convention in Chicago. Because of the long step forward which is indicated by The Three-Year Plan of Activities, and because Canada may share in the benefits of the plan—if we want to—PRINTER AND PUBLISHER reprints what Mr. Borden had to say.

It will be seen that dreams are coming true, and that vision, earnestness of purpose and great fidelity are found in the men who serve the U.T.A. and in the organization itself. We in Canada need urgently everywhere the service and uplift provided by the United Typothetae of America.

to get the printers in the various localities into co-operative work along constructive lines which will lead to better conditions. The plan will bring this help to them.

In each locality the various local interests will be requested to select joint committees to actively work with the representatives of the national plan in accentuating and successfully operating it locally.

The printers and allied industries, being equally interested in the successful outcome of the undertaking, will naturally be drawn together by self-interest, so that every community will be doing its part and exercising the necessary energy to bring the maximum of profitable results.

CO-OPERATION CALLED FOR

Every day it becomes more and more apparent that we are all a part of one vast industry—not merely printers or supply people with our own individual problems—but that our mutual interests lie in reaching the consumer of printing on a basis of profit, service and increased volume. Anything that benefits one cannot help but benefit all the others, and anything that may harm one will naturally harm all.

The need, therefore, for all branches to co-operate to a common end is apparent.

Every locality in the United States will be receiving the same uniform service; and while the plan is a national one, it nevertheless becomes local from the fact that each locality will have a force of men working in the district on behalf of the printing and allied industries for the full three-year period.

DIRECT-BY-MAIL ADVERTISING

One of the outstanding features of the plan will be the direct mail advertising department, which is to have under its charge lecturers accompanied by traveling printing exhibits, who will visit all

cities of the United States at intervals, spending such time in each city as may be necessary to create an interest in direct mail advertising, thereby increasing the volume of printing and thus reaching the printers themselves, as well as all buyers and prospective buyers of printing. The slogan of the campaign will be, "Make two printing orders grow where only one grew before."

It is generally conceded that the printing and allied industries will be advanced through this three-year campaign to a point of prosperity which would otherwise, according to existing methods, have required fifteen years of hard labor and expense.

FINANCING THE PLAN

The financing of the plan has required a vast amount of effort and energy on the part of the executive council, the executive officers and the national office force.

While the work has been generally received by the supply interests in a spirit of extreme cordiality and a desire to lend their unqualified co-operation, nevertheless there have been a few who have not up to this time gotten the correct view of the intents and purposes of the plan, or a comprehensive understanding of the contemplated work; but it is believed that when they do they will be among its strongest supporters.

We printers ourselves, through the local divisions and the national office, have been spending approximately \$250,000 a year to advance the welfare of the industry, and will continue to do so throughout the period of the three-year campaign.

The allied industries have been asked to join in this work by supplying toward it a minimum of \$75,000 per year. Of this latter amount, subscriptions have already been received amounting to \$56,564.40 per year; or a total for the three-year period of \$169,693.20.

* * *

A fuller and larger alliance of Canadian printers with U.T.A. for the promotion of its objects is desired. We in Canada cannot hope to form an equally strong or serviceable similar organization for ourselves, and, in view of this, it is right and wise to grasp the friendly hand held out to us by the U.T.A. In union is strength—and there may be salvation as well for many who are sinking because of the millstone of dense ignorance or crass stupidity in the conduct of our businesses. If there were no U.T.A., or anything like it, we might give up ourselves pretty thoroughly to despair; but when there is an enlightened, unselfish, beneficent printers' organization with which all reputable printing houses in Canada may ally themselves, it becomes almost a duty to give the U.T.A. the heartiest and largest help possible.

SAFETY PAPER MADE IN CANADA

SAFETY paper, used for bank cheques, etc., is being made in Canada by George La Monte & Son, Toronto.

Associated Business Papers Hold Convention

Trade Press Editors and Publishers Meet to Discuss War—Recent Postal Legislation Assailed—Serious Advertising Situation

PROBABLY one of the most critical situations in the history of the trade press was faced at the twelfth annual convention of the Associated Business Papers, Inc., held at the Congress Hotel, Chicago, October 11, 12, and 13. The war, its relation to industry, and its burden of taxation were the principal subjects of discussion. Although a deep spirit of patriotism prevailed, there existed throughout the meeting a strong feeling against the recent postal legislation, which culminated in the formation of plans to secure a repeal or an adjustment of the law regulating second-class mail matter.

The postal situation was the subject of discussion at almost every session.

Although a high standard has been set at all previous sessions, the Chicago convention was especially marked by the presence of such men as Gov. Charles Whitman, of New York; T. P. O'Connor, the well-known English publisher; Col. J. B. Maclean, president of the MacLean Publishing Company, Toronto, and John W. O'Leary, president of the Chicago Association of Commerce. More than 250 members and as many more visitors were present at the opening session.

The majority of those attending agreed that from a broad viewpoint, postal rates should not be increased, but should if anything be lowered. The point was made that certain large publications of weekly issue having national circulation would have to almost double in cost per subscriber to meet the situation, and that certain papers, such as the *Iron Age* and the *Dry Goods Economist*, now costing a subscriber less than \$5 a year, may cost him from \$10 to \$12 a year under the present increase.

Horace T. Hunter, vice-president of the MacLean Publishing Co., gave an address in which he gave an outline of the situation in Canada among trade papers, and how war problems are being dealt with.

ADVERTISING SITUATION SERIOUS

J. George Frederick, editor of *Advertising and Selling*, described the advertising situation as affected by the war as particularly grave, and declared it called for positive, creative work. "The present situation calls for a very aggressive effort to build even more advertising than ever before on entirely new and additional grounds," he said. "Manufacturers should advertise widely because they should seize the reins of leadership to build safeguards against inroads on habit and public opinion; to develop an increased prestige and to affect consumers' and distributors' opinions, and to offset abnormal price conditions."

An informal meeting was called by President Baldwin at which the postal committee led a discussion of the much-mooted postal situation.

It was urged that a campaign along educational lines be launched to combat the current opinion among business men that second-class matter should be taxed.

Separate tax advertising, it was declared, would lead to absurd complications and delay.

THOROUGH SURVEY NEEDED

Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., declared there was no definite data in the hands of the Government except the report of the Hughes' Commission made ten years ago, and that therefore there was need for a survey of the field before the matter could be fairly settled. "Certain economies have been made in the operation of the Post Office Department since the 2-cent flat rate was recommended and if that amount was fair then a 1-cent rate is fair to-day," he said. "We have nothing to fear from the truth and a complete investigation by a commission would be to our everlasting advantage. We do not want this matter decided on misinformation. It should be investigated, then carried to the people, and then decided on merits alone."

CANADIAN SOLDIERS HAVE OWN NEWSPAPERS

SOLDIERS of the Dominion overseas, even those in the trenches in France and Belgium, receive a daily paper filled with news from Canada. This little publication, which is of such immense value to the boys at the front because it contains news of home, is published in London and goes by the name of *The Canadian Daily Record*. It is the latest development of the Canadian military authorities in Canada and overseas to meet the demand of the Dominion's soldiers for news of their own country.

NEWS FOR THE BOYS

Ever since December, 1915, the military authorities here have been trying to furnish the boys at the front with news. At first news cable despatches were sent from Canada to London, where they were printed in intelligence summaries which formed part of the divisional orders. This method proved unsatisfactory because these intelligence summaries did not reach the rank and file, and moreover, at times pressure of purely military work sometimes crowded out the news. In October, 1916, the plan of printing news bulletins upon small slips of paper, which were sent forward to the front through the Canadian postal corps, was adopted. This also proved a poor way of handling the news, because the slips were small, easily lost, and because of their unattractive form, not always read.

Finally, at the beginning of this year, it was decided to publish an interesting daily newspaper under the auspices of the Canadian War Records Office, London, a Government department headed by Lord Beaverbrook. The newspaper started with a modest circulation among units in France and Belgium and camps and hospitals in Great Britain, and was received with enthusiasm and a demand for more copies.

NEWS BUREAU ESTABLISHED

Owing to the appreciation expressed by officers and men, and at the suggestion of Sir George Perley, Sir Edward Kemp, in September, decided to extend the news service from Canada, and for this purpose to establish a news bureau in Ottawa to supply the material for the *Canadian Daily Record*. Captain William Wallace, M.C., formerly of *The Toronto Star*, who had been wounded and invalided to Canada, was placed in charge.

The Canadian Daily Record now consists of four pages, magazine size, and each issue contains the happenings of the preceding twenty-four hours in Canada. The news is furnished from Ottawa by cable nightly, and through the medium of press clippings and special articles forwarded by mail. The Canadian Press Limited, gives access to its news service free of charge. Thanks to the co-operation of the Canadian Army Postal Service, the paper reaches the majority of the units in France on the day of publication, containing news despatched on the previous day. It is hoped to so extend the circulation that every individual member of the Canadian Expeditionary Force can count on seeing the newspaper daily.

In a recent letter, Lord Beaverbrook, the head of the War Records Office, informed Sir Edward Kemp that *The Canadian Daily Record* had now attracted the attention of the Imperial authorities to such an extent that they might undertake the publication of a small journal along similar lines.

HELPFUL MAXIMS

RELY upon your own energies, and do not wait for or depend on other people.

Cling with all your might to your own highest ideals, and do not be led astray by such vulgar aims as wealth, position, popularity.

Your worth consists in what you are, not in what you have. What you are will show in what you do.

Never fret, repine, or envy. Do not make yourself unhappy by comparing your circumstances with those of more fortunate people; but make the most of the opportunities you have.

Associate with the noblest people you can find; read the best books; live with the mighty. But learn to be happy alone.

If a thousand plans fail, be not disheartened. As long as your purposes are right, you have not failed.

Examine yourself every night, and see whether you have progressed in knowledge, sympathy, and helpfulness during the day. Count every day a loss in which no progress has been made.

Let not your goodness be professional; let it be the simple, natural outcome of your character. Therefore cultivate character.

When in doubt how to act, ask yourself, what does nobility command? Be on good terms with yourself.

Give whatever countenance and help you can to every movement and institution that is working for good. Be not sectarian.

30 FEWER NEWSPAPERS IN B.C.

SINCE the war began 30 newspapers in British Columbia have been forced out of business, chiefly in places where the number of papers published was greater than the centre of publication could support. Of this total seven are dailies.

Canada Has Now a Circulation Managers' Assn.

The Western Canada Circulation Managers' Association Organized—The Inaugural Meeting and Banquet at Winnipeg—Officers and Programme—Edmonton to Have the Next Convention

THE first organization of Circulation Managers ever held in Canada was organized on October 24 in Winnipeg, when the Western Canada Circulation Managers' Association met for the first time and adopted constitutions and by-laws to govern the association.

The Circulation Managers' Associations in the United States have proven themselves of inestimable value and service to those engaged in circulation work.

The organization in Western Canada embraces daily, farm, trade and class pub-

J. L. Middleton, *Canadian Thresherman and Farmer*, Winnipeg.

W. H. Henderson, *Telegram*, Winnipeg.

EDMONTON NEXT YEAR

After the constitutions and by-laws had been adopted, Mr. Leitch of the *Edmonton Journal*, active as usual, extended a most cordial invitation for the Association to hold its first Annual Convention in the Northern Alberta city next August. Mr. Leitch told of the attractions that were held out by Edmonton, and promised every one a good time. The *Journal* Newsboys' Band, he said, would play every day if they would come. It was unanimously decided to accept Mr. Leitch's kind invitation, and arrangements will, therefore, accordingly be made.

At the afternoon meeting resolutions of appreciation for the work done by W. H. Henderson and W. E. McTaggart, as acting President and acting Secretary-Treasurer pro tem, were passed, the members expressing their thanks for the organization work which these two men have done.

W. McCURDY SPEAKS

At the dinner held in the evening the chief speaker was W. McCurdy, Assistant General Manager of the *Free Press*. He reviewed in a most entertaining manner the changing economic conditions in the publishing business. This led the publishers to scrutinize and economize as they never had done before. Conditions forced upon publishing men drastic changes and more particularly upon securing revenue. "After the war is over the publishers will thank Heaven that the changes have been brought about," said the speaker, "because they have resulted in better business and greater revenue for the newspapers and publications generally."

Naturally the publishers looked to the Circulation Department as one source through which to secure this extra income so urgently required.

Mr. McCurdy was heartily applauded, when he said the Circulation Manager had changed from a necessary evil into a real producer. "He to-day stands as the best, most permanent and most satisfactory producer we have. The salaries, therefore, are bound to increase because publishers will recognize the value and importance of the Circulation Manager."

There is only one way publishers can accomplish the freedom that is rightfully theirs, that is by additional revenue and by becoming free from all political and corporation affiliation, thus making for a free and untrammelled press. Additional revenue," he declared, "could not be raised quickly through advertising, because in most cases contracts for long terms had been entered into with the advertisers, therefore, through the Circulation Department revenue could be raised much more quickly."

Newspapers must serve the people before they can secure revenue, and a newspaper that has a revenue less than that

which it requires to produce its publication, thus showing no profits, is bound to go wrong.

Mr. McCurdy said that it was fitting that Circulation Managers should organize in the manner in which they have in Western Canada. Canadian problems, he said, were quite different in most cases from those of the American publishers, and can be settled more satisfactorily in the West. It is a place, he said, where real men who have peculiar problems to work out can gather together and discuss



A. J. HILLIKER

The new and first president of the Western Canada Circulation Managers' Association, recently established at Winnipeg. Mr. Hilliker is circulation manager of the *Calgary Herald*.

lications. While generally Circulation Managers' Associations of this kind only take in the daily men, it was thought that as circulation problems are more or less the same in principle, it would be advantageous to have all men engaged in circulation work lined up in the movement.

The proceedings lasted but one day, being a business meeting and a dinner held in the evening. The afternoon session was given over to organization details and the adoption of the constitution and by-laws.

Officers were also elected in this meeting and will act for the ensuing year.

A. J. Hilliker, of the *Calgary Herald*, was elected President; A. G. Cowan, Foreign Circulation Manager, *Free Press*, Winnipeg, First Vice-president; M. Edelstein, *Farmers' Advocate*, Winnipeg, Second Vice-president; J. F. Sweeney, City Circulation Manager, *Free Press*, Winnipeg, Secretary-Treasurer. A board of directors composed of five members was elected as follows:

F. E. Henderson, *Daily Province*, Vancouver.

R. R. Leitch, *Journal*, Edmonton.

J. R. Bunn, Jr., *Leader*, Regina.



J. F. SWEENEY

Secretary-Treasurer of the newly organized Western Canada Circulation Managers' Association, at Winnipeg. Mr. Sweeney is circulation manager for the *Winnipeg Free Press*.

and decide upon the best manner in which these can be solved.

THE PROGRAMME OF THE CONVENTION

Quite a number of papers were read at the Convention and these are given below: The programme of the dinner was as follows:

Chairman's remarks—

"The Circulation Man and His Work"—J. L. Middleton, *Canadian Thresherman*, Winnipeg.

"Methods of Securing New Business from a Daily Standpoint"—C. A. Shaughnessy, *Tribune*, Winnipeg.

"Reducing Cost in the Circulation Department"—W. H. Henderson, *Telegram*, Winnipeg.

"Circulation Contests," Discussion led by Hugh Anderson, *North-West Farmer*, Winnipeg.

"Hon. I Got Renewals by Mail," paper by J. K. Falcner, *Bulletin*, Edmonton.

"What are the Benefits to be Derived from a Circulation Managers' Association"—J. F. Sweeney, *Free Press*, Winnipeg.

"Carrier Problems," Paper by George C. Grant, *Times*, Victoria,

"Galley Systems and Addressing Machines"—M. Edelstein, *Farmers' Advocate*, Winnipeg.

"Economic Handling of City and Suburban Circulation," Paper by F. E. Henderson, *Province*, Vancouver.

J. H. Woods, Managing Director of the *Calgary Herald*, and President of the Canadian Press Association, wired his regrets at being unable to be present, owing to his having to be in the East in connection with the Victory loan.

"George" Cowan, Foreign Circulation Manager of the *Winnipeg Free Press* and doyen of Western circulation men briefly addressed the diners and referred to his recent trip through the United States. He said that after investigating the matter that he had yet to be shown where a mailing machine would be of any service to a paper with a circulation of under 30,000, but above that figure he thought it might be a necessity; but as yet they were little more than experimental in any case.

W. H. Henderson, the Circulation Manager of the *Winnipeg Telegram*, was the chairman at the dinner, everyone voting him a toastmaster with few equals.

W. E. McTaggart, who recently resigned the position of Circulation Manager of the *Grain Growers' Guide* to go into war work, was made an honorary member of the association as a mark of appreciation of his energetic efforts on behalf of the organization for which he was acting secretary and had not a little to do with the preliminary organization. It was regretted that he was unable to continue in that position.

A feature of the dinner was the appearance of the *Daily Gorge*, a newsy little mimeographed sheet of gossip notes about all the circulation affairs of Western Canada.

Every circulation man that attended the convention voted it a magnificent success. The information that was given so freely about various matters affecting periodical distribution was well worth the attendance.

The success that has attended the initial meeting augurs well for the success of all future conventions—and even now it is rumored that R. R. Leitch of the *Edmonton Journal* has already started to "line things up" for the convention next August.

THE DAILY GORGE

FOLLOWING is the subject matter of the *Daily Gorge*, the typescript, mimeographed newspaper distributed at the first annual meeting of the Western Canada Circulation Managers Association held in Winnipeg last month:

THE DAILY GORGE

Copyright by Special Permission—W. J. Hanna

FOOD FOR EPICURES

Founded in the year MCXD by John Adam.

Published at irregular intervals by the
Three Squaw Company.

NO HAND OUTS

Executive Office and Interior Department,
Main Street. Free Lunch.

CIRCULATION MEN GET BIG JOBS

Many called to Ottawa where brains are
needed at \$15,000 per.

(Special Wireless Despatch to the *Daily Gorge*
—By our Ottawa Staff Correspondent.)

Ottawa, Oct. 24th, 8 p.m.—It has been
are looking with favor upon drafting the

learned on the best authority, through a source known to be quite close to the powers—that-be in this centre of activity, that some real business is soon to be done here. While not wishing to give any undue publicity to the matter those high in positions of importance services of all the circulation managers of the press of Canada.

The man who gave out this information and whose name is never blazoned forth in all its glory points out that in view of the serious affairs with which the Dominion is meeting rather diffidently that nowhere can more brains be found than in the ranks of the circulation departments.

He went on to tell your correspondent that the editors, advertising men and others who work at the publishing business are mere cogs in the printing wheel and that the real brains behind the whole business are to be found in the circulation departments.

It is understood that the salaries to be paid will be mere trifles, the circulation men being willing to sacrifice their stupendous earnings for the sake of the country.

P. S.: Later—It is said that the circulation men will be paid \$15,000 per year—all WILL accept the jobs.

DINGLEBERRY SAYS WAR WILL END—
Simultaneous and immediate precipitation of world cataclysm prognosticated with blazing lucidity.

"The war will end when it will end," declared Mr. Lord Dingleberry to a representative of the *Daily Gorge* just before going to the press. Hon. Lloyd George, the Premier, told me this afternoon that the Kaiser's maiden aunt's washerwoman's second cousin by marriage, who is a lieutenant in the German navy, told the Swiss naval authorities on board their lonesome ship on Lake Lucerne, that his valet's second niece, who has a brother in the pickle factory in Berlin, declared that she was informed that 'the war will end immediately subsequent to the declaration of peace.' Other than this the loyalty which I am displaying for my country prevents me from divulging any further national secrets.

"As to the circulation of the daily papers after the war I should prefer not to be quoted," said his lordship. "But you may tell the gentlemen at the convention that it would be well to be ready to distribute an extra immediately the war ends—for I am sure that they would make quite a sum selling extra copies—they should, I imagine, be able to sell at least 150 extra copies."

No apologies are offered for this sheet.

It is worth 50 cents every day of the week and \$1.00 on Sundays. You should see the farm edition—it's a peach; chickens in all their splendor and the best bull are to be heard all the time and in each and every copy.

Owing to the fact that the carriers went on strike—please carry your own copy home.

Some papers have organized bands—the only one we've been able to get under way is the band of steel—it cost us \$5.50 and costs.

T. R. Osborne of the *Medicine Hat News* says he gets few kicks because the boys are always able to see the numbers on the houses—that's because the people of *Medicine Hat* are too lazy to turn out the gas—and anyway it's cheaper to let it burn.

A series of Love Letters by P. V. Edwards of the *Vancouver World*—which was to have been a feature of that progressive daily—has been cancelled. Perc. got married; now he says he don't need none.

"Somewhere on the Prairies" is the address Maurice Ebelstein of the *Advocate* hates most when he gets that he knows his solicitors are playing hookey.

"How I lost a Solicitor" is the name of a new book being published by L. C. West of the *Farm and Ranch Review*.

Mr. Markey of *Fruit and Farm*, Vancouver, is now in the East looking over the advertising business and getting a few new wrinkles on circulation as well. Friend Markey used to play polo—now he puts pep in papers.

When the *Journal* gets tired of flirting with the street corners of Edmonton, Falconer of the *Bulletin* says he wants to get in a wink or two, as well.

"What I did in the Mailing Room" is a favorite theme with Friend Henderson of the *Winnipeg Telegram*.

CLASSIFIED COLUMN

Wanted—Subscription solicitors; Canada's best paper; commission 150 per cent. No credentials required. Apply *Nor'-West Guide* and *Threshermen's Review*.

Wanted—Some ideas on how to get circulation. Apply everybody.

Lost—One perfectly good subscriber; reward if returned unhurt; presumed to have fainted when reading the *Daily Gorge*. Apply C. A. Shaughnessy.

Wanted—A Circulation Manager; one who can get 5,000 subscribers in three months; none other need apply; salary \$10,000 per year. See McTaggart.

Found—In the mailing list of the *Free Press* four subscribers of the *Family Herald* and *Weekly Star*. Finder satisfied.

TEN YEARS HENCE

J. F. Northcliffe, the Director of Distribution for the Northcliffe String of papers in Canada has bought a "flying flivver." With this machine he says he can cover his territory from Halifax to Vancouver, visiting all his papers in two days.

F. E. Henderson, the alert circulation manager of that great family journal the *Vancouver Daily Province*, now delivers the DP in Victoria 30 minutes after the paper is off the press. He uses submarines.

J. L. Middleton of the Heath Publications had a hurry-up call to Essondale last week for three of his solicitors had run amuck.

TEN YEARS AGO

George Cowan of the *Free Press* fined Hugh Anderson, who carries route 45, 10 cents today for not delivering a paper to Mr. George Galt's house.

The *Calgary Herald* now has five carrier boys.

All the coast papers have had to supply their carriers with rain capes—otherwise the red-hot-news would get cold and wet.

BIG PREMIUM FREE

A brand new Overland automobile—guaranteed 1909 model—given away FREE—started on its way to your home—all charges paid—FREE for one new yearly subscription to the *Daily Gorge*. Send for yours NOW. Use this coupon.

Daily Gorge,

Here.

Please send me the brand new Overland Motor Car which you advertise in your grand and glorious paper. If the thing runs I agree to buy it—if it don't, I don't.

Name
Post Office..... Age.....

UNAUDITED STATEMENT OF THE DAILY GORGE

Owled and published by the best gang on earth—no assets—lots of liabilities. Published every so often.

Unguaranteed net paid circulation. Not available.

Distributed as follows: Street sales, mail subscriptions, free copies.

Waste basket: Not available.

Premiums: Yes—bonuses—certainly.

Publishers' remarks: Not available.

Prairie men are wondering what protection George Grant of the *Times* and R. M. Byrne of the *Colonist* sought when the Leipsic was in Victoria Harbor during all the German naval scares on the Pacific.

Say! Has anybody in Chicago seen Hamilton?

When it comes to swapping ponies, talk to Hilliker, he's a regular David Harum, he is.

Gates of the *Vancouver Sun* must be a pretty busy man these days getting the old *News-Ad* lists merged with the *Sun's*. But then he'd get wet if he went out anyway, so he might as well work.

R. R. Leitch of the *Edmonton Journal* was billed to sing "On the Banks of the Saskatchewan," but now he has chosen "How I Sell Papers on Jasper Avenue," by request.

Who wouldn't be circulation manager of the *Lethbridge Herald*? It circulates in the Mormon territory south of the city. A fine job for an unmarried man, eh?

The Ways and Career of a Famous Woman Writer

Mary Roberts Rinehart, Novelist and Magazine Writer, Tells Frankly the Story of Her Life—Her Beginnings and Progress—Her Methods

THE first recognition I gave my work, the first time it definitely established itself in the family, was by the purchase of a desk. I had been using a tiny mahogany one, varied by a card table. Even now I have sneaking fondness for writing on a card table. It is so low and so movable. I can sit by the fire or in a sunny window. And I was most awfully pleased once to go to Booth Tarkington's house in Indianapolis for tea, and to find in his study a big desk, with all sorts of things on it—except his work—and a card table covered with manuscript by the fire.

I still have that first desk of mine. My secretary uses it. Nothing in the world would make me part with it. It was very large and flat; it crowded everything out; it matched nothing in the house, and it cost eighteen dollars. For I had determined to pay for it myself. No matter that it is pine stained to resemble black oak, that its drawers are warped and admit the dust, that some hideous things in the name of fiction have been perpetrated on its broad top, it holds its place in my life and in my heart.

MRS. RINEHART'S EARLY WORK

That first year, with prices for stories by unknown authors smaller than then now, and with no particular demand for new writers, I made about twelve hundred dollars. It was on making this discovery that we realized that a new element had come into our lives. This was a business. It was entitled to recognition and encouragement. But how?

There is no use minimizing the truth. It was frightfully hard. The family life had been built on established lines. I had always been there, ready to be drawn on like a tap, for service, for advice, for the servants, for my friends, but most of all for my children. I found that when I wanted to write I could not, and then when leisure came and I went to my desk, I had nothing to say. The only thing to do seemed to be to go to the desk and there get to work. Good, bad, or indifferent, to write.

And things have a way of working out for good, after all. For after a time—but it was a long time—I learned to work when the chance came. The total result of this, after twelve years, is that I have learned to sit down at my desk and begin work simultaneously. One thing died, however, in those years of readjustment and struggle. That was my belief in what is called "inspiration." I think I had it now and then in those days moments when I felt things I had hardly words for, a breath of something much bigger than I was, a little lift in the veil.

It does not come any more.

Other things bothered me in those first early days. I seemed to have so many things to write about, and writing was so difficult. Ideas came, but no words to clothe them. Now, when writing is easy, when the technic of my work bothers me no more than the pen I write with, I have less to say. I have words, but fewer ideas to clothe in them. And, coming

MARY ROBERTS RINEHART, distinguished American novelist and magazine contributor, wrote "My Creed," for the October issue of *The American Magazine*. It is a very frank and highly interesting confession or revelation.

Of particular interest are the parts of her story relating to her literary methods and working hours. Portions of this story are herewith given.

more and more often is the feeling that, before I have commenced to do real work, I am written out; that I have for years wasted my substance in riotous writing, and that now, when my chance is here, when I have lived and adventured, when, if ever, I am to record honestly my little page of these great times in which I live, now I shall fail.

THE PROGRESS OF THE PASSING YEARS

I am not an early riser. I like to let the day break on me gradually. My house takes up a little time in the mornings. Then I generally go to my study and work until luncheon. Afternoons have always varied. If there is a long piece of work, I frequently work all afternoon for perhaps three afternoons in a week. But I am quite as likely to go out riding or play golf, or make a visit to the dressmaker. I may say that I work every week-day morning and perhaps three afternoons.

Generally speaking, all of the rather large amount of work I have done in the past twelve years has been done in my home. But when a long piece of work was on I have frequently felt the necessity of getting away from everything for a little while. The very sight of my piled-up desk, the ring of the telephone, the trundling of the gardener's wheelbarrow past my study window—these were distractions sufficient to add to the wear and tear of the work.

For the last three years, once each year when I have been working on a novel, I have rented an empty room in an office building in the city near my home, barely furnished, without a telephone. These little rooms were oases of quiet where I work. In the last few months this idea has been elaborated. My business with its various ramifications had been growing; an enormous correspondence, involving business details, foreign rights, copyrights, moving picture rights, translation rights, second serial rights, and dramatizations, had made from the small beginning of that book of poems a large and complicated business.

I had added political and editorial writing to my other work, and also records of travel. I was quite likely to begin the day with an article opposing capital punishment, spend the noon hours in the Rocky Mountains, and finish off with a love story!

I developed the mental agility of a mountain goat! Filing cases entered my life, card index systems. To glance into my study after working hours was dismaying.

In the city I have two bright and attractive rooms. My desk is ready; my secretary is waiting. Sometimes I work all day; sometimes I look over my mail and go out to luncheon and do not come back.

Then automatically the train or car going home detaches me from publishers and autograph hunters and pen and ink and paper. I am ready to play.

HER JOY IN HER WORK

Writing is a clean profession. The writer gets out of it exactly what he puts in, no more and no less. It is one-man work. No one can help. The writer works alone, solitary and unaided. And, contrary to the general opinion, what the writer has done in the past does not help him in the future. He must continue to make good, day after day.

More than that, he must manufacture a new article every day, and every working hour of his day. He cannot repeat himself.

I do not want my boys to be writers. They may be. It is a part of our family creed to let them follow their bent, but I hope not. All about me, in this office building where I am writing this, are men who go through the day's routine with the minimum of wear and tear. True, they do not make as much money as I do, but what of that? There are so many more important things than money. But not one of them, as he closes his office door and goes home, feels a little limp and weak, as I often do. They go out whistling.

So, my wish for my boys is that they may go out whistling.

I cannot give up this grinding, crushing work which I love. Which is, indeed, I. But I do not wish them to take it up.

Some time, perhaps, when they, too, have the safe anchorage of family ties, when the applause of success, if they achieve it, means less than the approbation of their own small circle, when the lights of a house at evening, shining out through the darkness, outglow the glare of city lamps, when the bark of a dog welcomes them more than the clapping of hands—then, if they will. But not too soon.

So I work hard, and alone. And tonight I shall go home, where the house lights shine out over the garden, and the dogs run out to meet me, and the glow of a wood fire flickers on the long windows that open onto the terrace.

Then, for a moment, the war cloud will lift, and all the heavy-heartedness of the day and its work will drop away, and—I shall go up the walk, whistling.

* * *

These are detached extracts from a delightful narrative. Perhaps some writing readers of *PRINTER AND PUBLISHER* may find in them material and ideas for which they hunger.

The Basis of a Newspaper's Life and Favor

Deductions Made from the History of Some Montreal Newspapers, in Particular that of the *Daily Mail*
—News More than Morals is What the Public Want
and Will Pay For

Reprint of an editorial in the *Ottawa Journal-Press*.

COURT proceedings in Montreal show that the Montreal Daily Mail Publishing Company which failed recently after a three years' attempt to establish the *Daily Mail* and its adjunct the Montreal *Evening News*, lost nearly a million dollars in the enterprise. The circumstances seem to possess a moral.

The Montreal *Daily Mail* and the Montreal *Evening News* were started with seemingly a great advantage in local conditions and in the supposed public temper at the time.

In the Montreal morning field, when the *Daily Mail* entered, there was only one English newspaper, namely the *Gazette*. The *Gazette* price is two cents. Montreal is a large city, and though largely French-speaking possesses at least 200,000 English-speaking residents; and an expectation was not unreasonable that the *Daily Mail*, selling at one cent, would soon find a large circulation.

THE BASES OF HOPE

In the evening field, the *News* started against only two competitors, one of which, the *Herald*, was not strong, the other of which, the *Star*, was believed to be unpopular although possessing a large circulation because of its excellent news qualities. In particular the *Star* at that time was thought by many to be working more in the interest of the Montreal Street Railway Company and other big business half, and it was attacked fiercely along half, and it was attacked fiercely along these lines by the new dailies.

Finally, the new papers struck a journalistic bonanza soon after their birth by a discovery of gross corruption in connection with some of the Quebec legislators, creating a sensation which brought them a great sale for a time.

CAUSES OF FAILURE

Despite these advantages, despite a large capital, and despite able management, failure came to the *News* first, and later to the *Daily Mail*. Their capital was large, but it was not as large as the capital of their chief competitors. Their management was able; but it was no abler than that of their opponents. They had to break into a field held by long experience, ability and ample money. They might have succeeded if any considerable section of the public had been swayed by sentiment as a factor in newspaper purchase. That is to say, if any considerable section of the public had said to itself, and continued to say to itself, "I will buy the *Daily Mail* because it is a vigorous independent paper and because the *Gazette* ought not to have a monopoly of the morning field, and because the *Mail* offers at half the *Gazette* price," or "I will buy the *Evening News* because it is independent and public-spirited, and the *Star* is pandering to the street railway or other corporation interests," the *Mail* and the *News* might have succeeded.

But the public did not prove to be swayed by sentiment. So far as mere news service was concerned, the older papers with their established connections and their financial strength were able to beat the newcomers, notwithstanding the ability of the latter. The *Gazette* was a better newspaper than the *Daily Mail*; the *Star* gave a far better news service than the *Evening News*. And the public in the main stuck to the papers which supplied the most news.

DEDUCTIONS

The moral is palpable. If a daily newspaper is to live, it must please a sufficiently large portion of the public; and usually it can't please a large enough portion by merely public spirit or the profession or even practice of virtue. If it doesn't please enough by means of news, it is not likely to last.

The Montreal field has been an area of rather striking illustrations of this fact. The Montreal *Daily Witness* was a newspaper than which none has ever been published of higher principles. Started by a man of exceptional ability, the first John Dougall, it grew into considerable strength, and indeed for a time was the leading Montreal paper; but when the founder's successors allowed other newspapers to beat it in news interest, it rapidly lost ground and finally collapsed notwithstanding an honest, high principle, independence and public spirit which were palpable to the whole community—proverbial, indeed. The *Daily Witness*, the *Daily Mail*, and the *Evening News* are tombstones in that world cemetery which contains thousands of newspaper interments due to inability to please the public by other means than virtue. Dismayed by this, the newspaper tendency is to go to extremes in the aim of stimulating public interest, to fall into what the public calls sensationalism. This calls down unending criticism in the community. The spirit of the criticism will be excellent if it is accompanied by honest effort to find and support honest papers, and help them rather than others to live. A public call on a newspaper to be high principled and very select is worse than ridiculous unless it means something else than a dead newspaper.

MONTREAL MAIL LIQUIDATION

It is stated that the total claims against the two companies amounted to about \$535,000, including \$32,000 by the Canadian Linotype Company; \$18,000 by W. Scott & Co., Plainfield, N.J.; and among the other creditors—numbering over two hundred—were 125 former employees, whose claims to unpaid salary vary from \$25 to \$1,600.

PEARSON'S BANKRUPT

AN involuntary petition in bankruptcy has been filed against *Pearson's Magazine*.

The liabilities are said to exceed \$200,000, and the assets are unknown.

Counsel for the creditors said that the magazine's pro-German policy was undoubtedly responsible for the present state of affairs, since its circulation had decreased to a point where it was unable to meet its obligations. It was ordered that the plant, trade name, good will and circulation list be sold at auction on October 11.

* * *

PEARSON'S MAGAZINE has been sold by Peter B. Olney, receiver, to A. W. Ricker, president of the Pearson Publishing Co., who bid two per cent. on the amount of claims against the company, estimated at from \$200,000 to \$250,000, and the cost of administration, about \$500.

MONTREAL HERALD TRANSFER

THE Superior Court is being asked to halt, by writ of injunction, a proposed transfer on a ten years' lease—with option of purchase—of the machinery and plant used for printing and publishing the Montreal *Herald* newspaper, to the British-American Publishing Company of that city.

Action in the matter was instituted by Stephen John LeHuray, advocate, of Montreal, and a shareholder of the Herald Company, which company is made respondent to his petition. He complains that the resolution passed at a special meeting of shareholders, authorizing the transfer in question, represents a concerted action on the part of the majority shareholders which is inimical to the interests of the Herald Company itself and oppressive to the rights of the minority shareholders. Therefore he petitions for an interlocutory injunction to prevent effect being given to the transfer by lease of the company respondent's machinery and plant, and asks that the resolution by which the lease and transfer were authorized shall be declared by the Court invalid and of no legal effect.

The petitioner also stated that at the special meeting referred to it was announced that the respondents had an annual deficit of \$60,000.

The petition also alleged that the majority of the capital stock of the respondent company (*The Herald*) was controlled by Lord Atholstan and associates unknown. It was added that in the circumstances and in view of present conditions, the interests of the shareholders of the company would be better served and the creditors protected, if the said machinery and plant were offered for sale by public auction, together with the right of the purchaser to use the name of The Montreal *Herald*, thus enabling the company respondent to obtain the value of the good will attaching to this old established name, a value which would in a large measure be lost and destroyed if the present lease of the machinery and plant were consummated.

WARNING TO NEWSPAPERS

NEWSPAPERS throughout the country are warned that the greatest care must be exercised in the publishing of comments on the operation of the Military Service Act. The authorities state that any publication printing any item which tends to foster resentment against or evasion of the law by insinuations of unfairness, will be prosecuted.

Canadian Printers at the U. T. A. Convention

John Stovel Addresses the U. T. A. Convention—So Also Does Geo. H. Saults
—It Was a Hopeful Story They Had to Tell

JOHN STOVEL, of Stovel Bros., printers, Winnipeg, told of conditions in Canada at the U. T. A. Convention in Chicago. He said, in the course of his remarks: "There is really nothing extraordinary to relate, certainly nothing discouraging. It would not be correct to say that it is 'business as usual,' for there is nothing as usual nowadays. But with us, at any rate, it is 'business with a greater earnestness than ever.'"

"You are familiar with the paper difficulties that printers all over have had to contend with for the past two years, but notwithstanding this and the disarrangement of labor through heavy enlistment, I cannot recall that a single print-shop in Western Canada had to close its doors. On the contrary, some of us were optimistic enough, or foolish enough, to put up large establishments, larger indeed than we would dare dream of ten years ago.

THE PATRIOTISM OF PRINTERS

"I know of no trade in our country that responded more largely or speedily to the call to arms than ours. As an instance, I may mention that from our own establishment over fifty out of a staff of 250 are in active service, many of them taking part in every battle from Ypres to Lens. Their trials and dangers have been many, but their letters show not a word of complaint or regret, but a cheerful determination to stick to the job until the enemy is vanquished, and the freedom of humanity assured. Under ordinary circumstances the withdrawal of fifty men would cripple an establishment like ours almost to a standstill, but with such earnestness did those who remained at their tasks apply themselves to their work, that the fires have been kept not only 'burning,' but the pot boiling at high pressure.

"At the outbreak of war we had our jolts, amounting to almost a stampede, largely due, no doubt, to the uncertainty of the paper market. The spirit that I have mentioned has restored conditions, if not to normal, to a sane and healthy state. Our people have found themselves—they no longer dream—they work, and they have learned the valuable lesson of doing away with non-essentials."

GEO. H. SAULTS SPEAKS

Geo. H. Saults, also of Winnipeg, made some interesting remarks. He said in part: "Immediately following Canada's precipitation into the war a 'Business as Usual' slogan was promulgated.

"The theory was that by maintaining an optimistic and cheerful mind we could prevent a want of confidence and consequent slump in operations. As the seriousness of the struggle developed and its continuance lengthened, more attention was paid to the war and its problems than was given thereto when the 'Business as Usual' slogan was first propounded.

"Along with the work of how best to marshal Canada's resources to help the Allies defend democracy and perpetuate freedom came a more careful, a more prudent method of conducting business. The speculative and uncertain accounts

were sifted out. This new method meant more cash sales and shorter credits, resulting in a minimum of loss from the disturbed condition of business that resulted during the first war year. This care in regard to credits brought about a distinctly healthy condition in the printing business. The majority of buyers were people and concerns who had carefully thought out their purchases and were in a position to pay for them—and pay promptly. The uncertainty of affairs and the willingness of the average buyer to agree that very little credit, if any, should be extended, helped the printer into a condition that would, under normal conditions, have taken years to attain—namely, a safe and sound basis of operation.

"Our experience in this respect should encourage the printers of the United States to minimize their credit extensions. The present unusual conditions can be used as an excuse for asking cash where short credits were previously given, and for cutting down extended credits to very limited periods. War conditions afford an argument that is sound and effective.

CANADIAN BUSINESS STANDS UP WELL

"Printing, apart from a few special lines and a certain class of publications, has not decreased in volume in Canada since the war began, thus demonstrating that in war, as in peace, printing is an essential constituent of a nation's life.

"The paper-mills of Canada have been most prosperous during the past three years, and it is whispered that the jobbers are also 'doing quite well, thank you.' While it is a favorite pastime to take a rap at the jobber because of increased prices, it is but fair to say that he has been forced by the mills. True, many a jobber benefited by having good stocks on hand when the mill increase became effective, or by having the courage to buy heavily at an opportune moment. No sound objection can be taken to the extra profits made in this way. Jobbers up our way, by agreement, sell at a uniform price, which is a good thing. The mills have cut out a great many lines and colors, all of which tends to a more uniform pricing, and is, therefore, a general benefit to the trade.

THE LABOR SUPPLY

"Our labor supply has been rather severely cut by enlistment. This has been overcome to a considerable extent by the employment of females, particularly in the press and proofrooms, and by the loaning of help whenever possible. Special emphasis might be placed on this latter method. It is practicable where friendly relations exist—which, by the way, should be everywhere.

"Scarcity of help, along with the H. C. L., caused employees to get busy and boost their scales. We have had to meet an increase of from \$22 to \$25 a week for printers and pressmen. A request for \$27 was made.

"By the way, the effective manner in which the unions operate suggests the advisability of securing their co-operation

in an endeavor to place the printing business on a profitable foundation. By employer and employee working together, the price-cutter and the irresponsible might be eliminated. Think this over.

CANADA HAS PROSPERED

"Being a producing and selling nation, Canada has profited by the war—financially—but has suffered heavy losses in man power. We look forward to a healthy, prosperous condition after the war because of our vast undeveloped resources and the fact that there will then, as now, be a ready market for our products."

HOUSE ORGAN TEST

THE General Manager was completely sold on a house organ. He was fighting hard for it—said it was the one logical form of advertising for his house to adopt.

The salesmen were sold—they needed help and felt a house organ would give it.

Only the Boss was blind.

The Boss finally agreed to meet the man whom the G. M. had determined should write the house organ if it was finally put across. The G. M. arranged a luncheon and, to make it interesting for the Boss, he invited several good fellows to join the party.

With the coffee and cigars, the G. M. started the house organ talk. The proposed editor was asked to state his views as to what he thought a house organ might be expected to do. Others were asked to chip in with a word or two, and as the argument waxed pretty warm, and as nearly everything that was said was in favor of the house organ, in defence of his attitude of objection, the Boss began not only to attack the wisdom of publishing a house organ himself, but of any firm publishing a house organ.

"Nine house organs out of ten never get out of the envelope they're mailed in," he said, "and of those that do, not 10 per cent. are read, and of those that are read, not one per cent. makes an impression that lasts a week."

"Why, I'll tell you what I'll do," he said, turning to the editor. "Give me twenty-four copies of any house organ you like. I'll send them to a list of twenty-four concerns. I'll write each concern ten days later and ask them if they remember any particular article, and I'll wager you a lunch for the crowd that not five out of the twenty-four can remember a single article and most of the five won't even remember seeing the issue."

"You're quite a game sport, aren't you?" said one of the party who knew the Boss better than the rest. "First, you make a statement that nine out of ten house organs mailed never get out of their envelopes and that of those that do not 10 per cent. are read, and then you come along with a betting proposition where we've got to prove that more than 20 per cent. of those sent out are not only read but remembered."

A. T. MacDONALD

ALONZO T. MACDONALD has been appointed general manager of the Washington Herald. Mr. Macdonald for several years past has been associated with the management of the Toronto News.

Although Mr. Macdonald is a Canadian by birth, he has been engaged in newspaper work principally in Chicago, Denver, New York and Louisville, Ky. He was managing editor of the New York Daily News during Frank A. Munsey's ownership and later was managing editor of the Louisville Herald. He was one of the first men in the United States to write a "feature column" for a newspaper.

At other times Mr. Macdonald was with the Chicago Daily News and the Denver News. In 1915 he was made assistant general manager of the Toronto News, and he later became general manager, resigning in June of this year. Since then he has been with the Toronto Globe as day managing editor.

BERTRAM R. BROOKER

THE Morning Leader, of Regina, announces the appointment of Bertram R. Brooker as advertising manager. Mr. Brooker has had considerable newspaper experience in both the editorial and advertising departments on all three of the Winnipeg dailies, and was formerly busi-

ness manager of one of the most important country dailies in Manitoba. In addition to his newspaper experience, Mr. Brooker held for five years an executive position with the Grand Trunk Pacific Railway in the West. In leaving the Winnipeg Telegram, where he has had charge of automobile advertising and editorial matter, to associate himself with the Leader, Mr. Brooker believes that he is moving into the heart of the greatest undeveloped market on this continent.

EDWIN NEWSOME

EDWIN NEWSOME, editor Sanitary Engineer has been appointed editor and manager of that publication. He started as a little newsy and boot black, at the age of 9 years, in a Lancashire coast town; learned the domestic sanitary heating and ventilating trade by sheer hard plugging; worked his way up in the Old Country; came to Canada with no job and \$15, plus a wife and three chicks, 13 years ago; was appointed editor of Sanitary Engineer a little over four years ago, and now has become manager and editor.

Mr. Newsome has great energy, is a fighter, and knows his business thoroughly. He is a fearless critic of bad work and bad planning as these relate to sanitation, and his influence has been felt in places and at times when it was not exactly welcome. Mr. Newsome is a staunch

champion of the much abused plumber, yet, at the same time, scores those of the craft who are extortioners and faulty workmen.

Sanitary Engineer, one of the MacLean Publishing Company's business papers, has come to be recognized as a real servant of those for whom it is prepared, and its articles and editorials have attracted attention and praise in the United States. This is a real tribute to its editor.



EDWIN NEWSOME

Once a poor Lancashire lad. Now a certified engineer and the successful editor and business manager of Sanitary Engineer, Toronto. In Canada he has been a powerful constructive force in the line of his work and profession.

IRONS MOVES UP

VOLNEY C. IRONS, who for the past ten months has been associated with the advertising department of the United Grain Growers, succeeds J. Albert Hand, as superintendent of advertising. Mr. Hand has been appointed to the post of assistant secretary of the company.

Mr. Irons calls Toronto his home town. He learned to "sling slugs" in Warwick Bros. & Rutter's composing room, and has gone up through printing, farm paper work and advertising agency, to his present responsible position.

EDITORIAL BOARD ON PUBLIC PRINTING

ADOPTING the suggestions of the Joint Committee on Printing, the Government has appointed an Editorial Board consisting of three members of the civil service. The appointment of such a board was recommended by the Joint Committee as a means to economy in the printing of public documents by avoiding unnecessary duplication and checking unnecessary publications. The board will consist of Fred Cook, Assistant King's Printer; F. C. T. O'Hara, Deputy Minister of Trade and Commerce, and Francis C. S. Lynol, of the Department of the Interior. Three members of the Government, Sir George E. Foster, Hon. A. Meighen and Hon. Martin Burrell, have also been constituted a committee to advise and co-operate with the Editorial Board. The recommendations of the Editorial Board are subject to approval by the committee.

THE MACLEAN PUBLISHING COMPANY LIMITED
TORONTO MONTREAL WINNIPEG NEW YORK BOSTON CHICAGO CLEVELAND LONDON, ENG.

THE SANITARY ENGINEER
PLUMBER & STEAM FITTER OF CANADA

THE ONLY CANADIAN PAPER PUBLISHED IN THE INTERESTS OF THE SANITARY HEATING AND VENTILATING TRADES.

ESTABLISHED 1897
PUBLISHED TWICE A MONTH

143-153 UNIVERSITY AVENUE,
TORONTO, CANADA

My dear Sir:-

A few days ago I was asked to look over a list of our subscribers that were in arrears on their subscription to SANITARY ENGINEER and I did.

I found that you were among a few who somehow or other appear to think that we do not need money as badly as you do. Well, that may be so, but one thing we do know is this -- but read this story.

Some time ago we procured a lot of orders to send postage paid, a lot of copies of SANITARY ENGINEER to a lot of good fellows like you, with a promise that at a certain time we were to receive the sum of \$1.00 per year for SANITARY ENGINEER.

Well, WE took the order and WE sent you twice a month a copy of SANITARY ENGINEER. WE publish it, WE prepared articles for your special interest, and WE paid the postage.

In fact WE have made all the moves WE can.

It's YOUR move!

Now, how does that strike you? If you will pay that little account and you are only one, why WE can go on making more and bigger moves. WE can pay some bigger accounts. But if you don't ---

Well, I personally don't want to say another word, just one more though -- it's your move.

Yours respectfully,

Edwin Newsome

EN/B.
13888.

Editor.

This letter is reproduced for its brightness, and as an example for other circulation managers called upon to do a little dunning to collect subscriptions in arrears. In this particular instance the subscribers behindhand in paying up are personally known to Mr. Newsome.

The Ailsa Craig *Banner* is conducting a subscription contest.

The Regina *Leader* has as an editorial feature A Page of Interest to Grain Growers.

The Lindsay *Daily Warrier* is offering \$60 in gold in connection with a subscription-getting contest.

The Quebec *Telegraph* developed a page of special advertising under the caption, The Market Basket Page.

The London *Advertiser* is distributing Frank H. Simond's book of 58 pages, "Three Years of the Great War."

The London *Free Press* will publish exclusively in London Carl W. Ackerman's book, "Germany, the Next Republic."

The Madoc, North Hastings, *Review* showed spirit in getting a page of advertising in connection with Trafalgar Day.

The Montreal *Herald* ran a series of advertising pages under the caption, High Cost of Living—First Aids to Keeping it Down.

The *Toronto Mail and Empire* is running every Saturday a series of French war stories by the best known fiction writers of France.

The Winnipeg *Telegram* has begun a voting contest in which \$12,000 in prizes are offered in connection with the getting of new prepaid subscribers.

The Regina Leader has inaugurated a voting contest in which \$12,000 in prizes will be distributed. The object is to secure new prepaid subscribers.

The Regina *Morning Ledger* has secured first publication rights of the new and specially written Potash and Perlmutter stories, by Montague Glass.

The Regina Leader promoted a Reduced Railway Fare idea in connection with Thanksgiving shopping, and had liberal support from local merchants in the way of special advertising.

Cunning, the Mystery Man, who appeared at a theatre in Fort William, has arranged to answer a limited number of questions daily through the columns of the *Daily Times-Journal* during his week in that city.

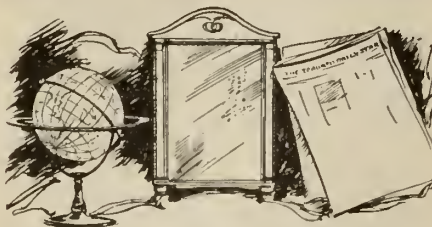
The Brantford *Courier* is conducting a Buy-at-Home campaign. This newspaper issued a special souvenir issue in connection with the recent visit of Dr. Graham Bell to Brantford in connection with the unveiling of a memorial in his honor.

The Toronto *Globe* is now publishing the special cable despatches of the London *Times*. This service is made through an arrangement with the *Public Ledger* of Philadelphia, which places at the disposal of the *Globe* the exclusive Canadian rights to the *Times* cables.

The Kingston *British Whig* produced last month a Publicity and Progress issue, in four sections—in all 24 pages. The subject-matter related mainly to Frontenac County and Kingston, its commercial centre. The issue was an excellent portrayal of Kingston's and Frontenac County's progress.

On Saturday, Oct. 27th, the *Times-Journal*, of Fort William, issued a full page feature exploiting the purchase of Xmas gifts for the boys in the trenches. This feature will run for four consecutive Saturdays and is the second year for this particular feature. Advertisers report splendid results from this advertising.

The Toronto *Globe* was one of the very first daily papers to create a Woman's Department and to publish a page exclusively devoted to the affairs of women. Now it is proposed that, in addition to the daily page, "What Women Are Doing," every Thursday an extra page will



The Mirror of the World's Happenings

Because it mirrors the news of the world in which I live and am interested.

Whether it be an epoch-marking event like the sinking of the Lusitania, or but the story of a local happening, I know I shall find it described, pictured, or commented upon fully and sanely in "My Paper!"

Whether it be the current sport or the latest theological discussion, I know I shall find its importance fully recognized in "My Paper!"

Whether it be a political discussion of a Government measure, or a searching analysis of some sociological problem, I know I shall find the matter sanely treated in "My Paper!"

Whether it be just the Bedtime Stories for the Kiddies, or the Fashion News from New York, Paris, and London for my wife, "The Star" to each of them is "My Paper!"

Whether it be a witty paragraph, or the problems in "Bringing Up Father," the whole family enjoy the humour of "My Paper!"

A Few of the
News and Special
Features Exclusive to
The Toronto
Daily Star

Daily Star
The *Daily Star* newspaper was founded in 1867 by John Lubbock, a London newspaper proprietor. From a modest paper selling 10,000 copies, it grew to become one of the largest in the world. The paper was founded by John Lubbock, a London newspaper proprietor. From a modest paper selling 10,000 copies, it grew to become one of the largest in the world.

If you will read The Toronto Daily Star, you will thoroughly enjoy it.
ORDER IT TO-DAY

The price from your local news dealer is 2c per copy, or 40c per month—delivered on the day of issue; or you may subscribe—direct from this office—for \$1.00 for three months, \$2.00 for six months, or \$4.00 per year.

If you decide to subscribe direct, pin your bills, express or money order to this coupon and mail it. If you send bills, register the letter.

The Daily Star reaches Brampton at 5.11 o'clock every afternoon, and is promptly delivered. The following dealer can supply you, or it will be sent to you direct from the office of publication, whichever you prefer:

T THAUBURN

PS—If you want the paper delivered to your home, please send us your name and address.

Name _____
Address _____

1. THORNBORN

One of a series of advertisements appearing in Ontario weekly newspapers to help the Toronto *Daily Star* recover some of the circulation lost (20,000 copies daily) when in August last it raised its schedule of subscription prices—from 1 cent to 2 cents per copy; and \$4.00 a year through the mails. The copy is given local appeal by inserting in the text the name of the community centre in which the local paper is published. The original advertisements measure 16 inches by 3 cols.

be devoted to the business of home-making. Undoubtedly the Toronto *Globe* is making itself a better newspaper.

The Kingston *Daily British Whig* has issued the following special advertising features so far this year: Special New Year Resolution Page, Jan. 6th; Orange Day Page, March 9th; Home Builders' Pages, May 4th and May 11th; 'Phone Contest Pages, June 21st, June 29th, July 6th, July 13th; Fair Day Page, Sept. 22nd; Prosperity and Progress Special Edition, 10 pages, Oct. 26th, Nov. 2nd

and Nov. 9th. The annual Christmas Number of the *British Whig* will appear on Saturday, Dec. 15th. This runs from forty to forty-eight pages.

The *Sydney Daily Post* is producing, in four editions, a Publicity and Progress Campaign. These editions present in detail Cape Breton's development, resources and industrial strength; financial responsibility, and business integrity and loyalty of purpose. The articles cover finance, agriculture, commerce, population, manufacturing, natural resources and transportation. The four editions comprise a most comprehensive review of what Cape Breton has done, is doing, and what lies before her to do. The slogan of the series is, "Build your business by developing your country."

DISPLAY advertising in connection with the Canadian Victory Loan campaign began on Monday, October 22. Owing to the difficulty of determining the relative merits of the copy submitted by the three advertising agencies entrusted with the task of preparing this form of publicity, as well as with a view to varying the copy as much as possible in the different papers in each city, it was decided to use three series of ads, which will run contemporaneously. Thus in Toronto, two papers are carrying the copy prepared by one agency; two that of the second agency and two that of the third agency. In this way there is variety and at the same time a continuity of thought which might not have been possible had the authorship of the ads. been different in each case. The space used will be uniform. The first ads. occupied 100 inches; the next 60 inches, and then, when the selling campaign is on, 90 inches will be used.

The publicity bureau of the Canadian Press Association has been located in the Dominion Bank Building, Toronto, next door to the offices of the publicity committee of the Canadian Bond Dealers' Association. Both offices will work in close co-operation.

The general selling organization has been well perfected. There is first of all a Dominion committee. Then each province has a provincial committee. Provinces are divided into districts and districts into counties or other similar divisions. These in turn are divided into still smaller sections. A committee, with an expert organizer, is in charge of each. When all is complete every possible investor will be listed and his name entrusted to a canvasser.

THE Gagnier Advertising Service will hereafter be known as the Consolidated Advertising Service. The above change in name involves no change in ownership, organization, management or staff. It is merely a change from the personal to the impersonal name, with a view to a contemplated development and extension of the Gagnier Agency Service.

A CAMPAIGN to encourage hog-raising on a larger scale in Canada has been begun by the Federal Government. The campaign was originated by the Toronto branch of the McConnell & Fergusson Advertising Agency, and \$2,000 is being expended.

A GOOD ADVERTISING IDEA

THE Edmonton *Bulletin* is giving the title deed to a bungalow valued at \$2,250, to some reader—the one who will win it—as a Christmas gift. The bungalow will go to some patron of the stores who have taken space in the *Bulletin* in connection with a special plan—illustrated on this page of **PRINTER AND PUBLISHER**. The idea is: customers buying goods at the stores advertising to the amount of \$1 will have the privilege of guessing the numbers of grains in a container in the *Bulletin's* window. Every dollar purchase entitles the purchaser to a guess. Mr. Hutchinson,



A. J. MASSIE

who has severed his connection with the A. McKim Advertising Agency, Winnipeg branch, to establish the A. J. Massie Advertising Agency, in the same city.

the *Bulletin's* business manager, has secured 39 insertion orders in connection with this plan. A revenue of over \$6,000 is being derived from this advertising. This space was sold by two men in less than a week. After paying for the bungalow, the *Bulletin* will net its regular rates for the advertising. A similar plan was worked last year when an automobile was given away. Results to both the *Bulletin* and advertisers are declared to have been satisfactory.

SUGGESTION TO FOOD CONTROLLER

THE Educational Department of the Food Controller recently sent out postcards to newspaper editors asking for suggestions as to how to improve their service. To this Roy Carmichael, proprietor of the *Echo*, Verdun, Que., replied: "We would suggest that you treat the weekly press recently by spending a little money in advertising, and not put the entire burden of expense on the publisher, who, with growing costs, is finding it hard to help you."

Mr. Carmichael suggests that other newspaper publishers reply in similar vein.

By a coincidence the same week a communication from the Food Controller urging the council of Verdun to enforce

the order-in-council prohibiting the sale of canned goods without a license from the Federal authorities was discussed by the council. All the officials pleaded ignorance of the order, and Mayor Leclair caustically remarked that the Government seemed to ignore the fact that there was a local newspaper in which it would be advantageous to advertise such a regulation. Local grocers, he claimed, could not otherwise be expected to know the law.

Several aldermen spoke on similar lines, and it being ascertained that the enforcement of the law was the business of the Attorney-General the council decided to ignore the communication, and attend to its own business.

WILL ADVERTISE ALASKA

TO GET accurate information concerning Alaska before the people of the United States and Canada, the Territory of Alaska has appropriated a sum of money for publicity and advertising purposes. J. J. McGrath, formerly with the Seward (Alaska) *Post*, and manager and publisher of the *Alaska Review*, has been appointed official publicist for the Territory.

GERMANY'S PROPAGANDA

GERMANY is pouring vast amounts of money into neutral countries for propaganda work directed to sway public opinion. According to authoritative information the expenditure for this purpose will total more than \$30,000,000 on the present scale of lavishness. Much of the money is spent in subsidizing and influ-

encing newspapers. In a number of cases the Germans bought newspapers outright and managed them from behind the scenes.

Large amounts are also being paid agents to keep the peace agitation going. It has been learned that on one occasion the German Minister to Mexico, Von Eckenhart, subsidized a Mexican newspaper by furnishing it with newsprint paper and securing for it, tolls free, the German communiques and other "German-made news." in return this newspaper was to feature the German communique on the first page and to bury the Allied official reports inconspicuously on an inside page. German-made editorials were also to be carried.

In the year before China entered the war authoritative information is available that Germany spent \$2,000,000 in that country through her agents, seeking to influence the Chinese public against Japan and the Allies. One of the mistakes made was the blundering translation into Chinese of a pamphlet designed to promote anti-Ally feeling. The clumsy wording of the pamphlet aroused the indignation of the Chinese.

HALIFAX DAILY RECORDER

AMONG the papers in the Maritime Provinces served by Canadian Press Limited by leased wire is the *Halifax Daily Recorder*. In our news item last month listing the dailies taking this service we unfortunately omitted mentioning the *Daily Recorder*. It is due that the correction should be made.

An Income for Life—Our Free Christmas Gift

For the Latest Best Fiction
For the Latest Reprints
For Stationery
For Kodaks

ALL BOOKS
LEAD TO

Supplies
LEAD TO

It Will Not Cost the Winner a Cent - Feed How To Get It

Q. December 1st, a FREE Gift will be made of the owner who sends in the best letter to the Editor of the *Edmonton Bulletin* in 1914. The letter must be sent in by the 1st of December. The letter must be sent in by the 1st of December. The letter must be sent in by the 1st of December.

ARE YOU LUCKY?

IT WAS OUR CHANCE WHEN WE WON THE BIG PRIZE LAST YEAR

KING COAL

With Mahal Coal Co. Service

PHONE 1066

Do not let it go as you have often in the past.

The Douglas Co. Ltd.

More than 100,000 copies of the *Edmonton Bulletin* are printed every day. The Douglas Co. Ltd. is the printer of the *Edmonton Bulletin*. The Douglas Co. Ltd. is the printer of the *Edmonton Bulletin*.

LA FLECHE BROS.

Wholesale and Retail Dealers in

GRAHAM & REID

MAHAR COAL CO.

Wholesale and Retail Dealers in

ESSERY & CO.

ASH BROTHERS

Comforts for Your New Apartment

Burnham-Frith Electric Co. Ltd.

WOODLAND DAIRY

PURE MILK
BUTTER & CHEESE

ALBERTA COAL HAS VALUE
In Every Once

WHYTE & CO. LTD.

FOR PAINTS AND WALLPAPERS

JAMIESON'S AGENCY

THE MASTER'S

THE MASTER'S PIANOS

THE MASTER'S PIANOS

THE MASTER'S

THE MASTER'S PIANOS

THE MASTER'S PIANOS

THE MASTER'S

THE MASTER'S PIANOS

THE MASTER'S PIANOS

This is a specimen of a series of pages being run by the *Edmonton Bulletin*. Mr. J. Hutchinson, business manager, originated this idea and holds a copyright in it. See the accompanying note.

The Printer's Roller

Its History—Its Manufacture—Its Importance—Glycerine and Glue—Why it Costs More in These War Days

By ApHOWELL

THE black, inky roller—the printer's roller—has a history. The roller of William Nicholson in 1790 of cloth and trodden sheepskin is different to the glycerine and glue roller of the war days of 1917. Glycerine and war, glycerine and the printer's roller. Thereby hangs a tale.

The print-shop boy who has not washed rollers has jumped a degree in the mysteries and privileges of the art preservative. He may not think so, but he'll live to regret it. The printer's roller and myself are old, tried, and true friends, and hope to remain so till the "end of the run."

The good relations that have existed had their threatenings. The roller appeared to be getting up on itself. But—We cannot explode glycerine somewhere in Europe and elsewhere and have it, too, for printers' rollers. The law of supply has a thing or two to say about it.

THE ROLLER INDISPENSABLE

Glycerine is glycerine. Glue is glue. These make up 95 per cent. of the printer's roller—the roller that travels backward and forward over the press plate, up-and-down the job press, or revolves about the rapidly revolving cylinders of the perfecting press.

If it were not for the printer's roller the world would not know of army successes or defeats, the work of the "U" boats, the failure of the Zepps, our Victory Loan, Uncle Sam's Liberty Loan, bacon investigations, whether we'll get "oleo" or butter, whether railroad trains were running upon time or on the tracks, whether pink socks would be the proper caper in the good old summer time, or whether real men would wear sou-westerns or Derby hats.

Then let's get to the history—or the beginning of the printer's roller. Most of us know that the "ink-ball" was most useful in its day, when hand presses were made of wood, when the impression was taken with the "twisting of the screw," and, still later, when the hand press made its impression with lever force. It is not so far back, either. I have worked with men who used the ink-ball in their P. D. days. To-day the ink-ball is used as a decoration by some of the artists of the art preservative.

NICHOLSON'S CYLINDER PRESS

Back in 1790 William Nicholson conceived the idea of a cylinder press, and he also found out that a cylinder press could not be efficiently operated with ink-balls. It required much strength to operate the ink-balls, and a motion somewhat like the "cut-offs," up and down, of the gas engine. It would take considerable time to "dab" ink on a 16-page form of PRINTER AND PUBLISHER. In short, the ink-ball was a stumbling block in the roadway of success. So Nicholson made a roller of many layers of cloth and covered it with "trodden sheep pelts." This, as far as is known, was the first printer's roller, and to Nicholson goes the honor.

Nicholson's press contained nearly all the principles of cylinder presses of to-day. It lacked one vital feature, the attaching of type-forms to the cylinders, and was consequently not of any practical use.

THE IRON FRAME AND "PLATEN"

In 1798 the Earl of Stanhope invented the first iron frame and "platen" press, using levers as well as screws to give the impression. He, however, used Nicholson's idea of an inking roller. The material bothered him much. The noble Earl spent much money to find a substance that would give real satisfaction. Skins of domestic and wild animals, tanned and dressed in various ways, different textures of cloth and varieties of silk were used without success. The seam that was necessary down the entire length of the roller was the one great impediment to success. The proper softness and pliability of surface for receiving and depositing the ink evenly and smoothly on the type could not be obtained from any of the processes experimented with. Stanhope's printing press was subject to the slow ink-ball.

A printer named Maxwell, in 1807, made and introduced a sheepskin roller into Philadelphia. It failed. This same roller invention was reintroduced into New York in 1815, only to be rejected.

The British inventors were still at it, trying to overcome the problem of the cylinder press that Nicholson had nearly perfected. The substance for the roller was the obstacle. The cylinder and type contact was overcome by the "turtle" form. It may not be out of place to here say that the *Toronto Globe* was produced at one time on a "turtle" press, and there are one or two old-timers left who remember the nice job it was cleaning the ink from the type before it could be distributed in the cases.

TREACLE AND GLUE.

A man whose name was Foster, employed in the shop of S. Hamilton, Weymouth, England, visited a Staffordshire pottery. He noticed a peculiar composition that covered the surface of the potter's dabbler. It was moist, pliable, elastic. Foster asked what the composition was. "Glue and treacle." The printer experimented with these two. They were a success. Strange is it not, in more than the printing industry, some of the world's greatest benefactors are practically unknown. Foster is no exception. Roller composition is one of the great discoveries of the printing press.

Glue and molasses. Many old-time printers have made rollers with these two ingredients. The writer has used them on good color work for a single job. But they would not stand the wear and tear for long. They were used on an extra good job, and were charged specially to that one single effort. Foster, however, according to what is known about him, says that he coated a roller of canvas with the glue and treacle.

But we must not get ahead too fast. From Foster's canvas roller Applegath & Cowper, inventors of the Applegath cylinder press, used a wooden roller and coated it with the glue-treacle composition. The courts decided that there could be no patent on the composition. The substance came into common use.

THE FIRST NEWSPAPER CYLINDER PRESS.

Koenig, in 1814, had improved Nicholson's ideas and plans for a power cylinder press by the adaptation of the glue and molasses roller to print the first edition of a newspaper ever run on a cylinder press—the historic edition of the *London Times*. The roller and inking problem solved, inventive genius was given full sway to advance the printing art. And it is to the printer's roller that the art owes its proud position to-day.

The composition roller got to America somehow. The records do not say through whom. Composition rollers were used by old hand-press printers. In 1822 the Treadwell power press gave the first impulse to rapid printing in America. But it would have been of little use without the composition roller. Many readers of this have some kindly remembrance of the composition kettle of their apprenticeship days. It is not so long ago either that many city print-shops "made" the rollers used on presses. "Scissoring" composition was some job for the senior, the intermediate and the junior apprentice. Lucky, indeed, was one or the other, if he did not get a crack aside the head with a piece of composition when the boss was looking out of the window. Bosses had the habit, too.

Cleaning the cast iron roller mould with an oily rag beside a hot stove was another job long to be remembered. But, the foreman, to show his importance, seized the job of "pouring" the melted composition on top of the roller core, right down its centre, to eliminate the air-holes that were sure to follow, if he were not onto his job. When the roller was cooled, mostly the next morning after the night before, a gathering of the full force witnessed the transaction—the boss with his pipe in his mouth, the foreman's jaw grinding tobacco, and the apprentices of every degree looking on with real interest. For the boys of those days all had ambitions to become foremen or proprietors of print-shops. And it may be faithfully recorded that most of them succeeded in their ambitions.

The roller factory of to-day is somewhat different. The Gatling gun batteries have taken the place of single moulds, and the composition maker and roller maker is now a man of much importance. The Gatling process has done away with the "air-hole," the importance of the foreman in the "roller" has departed, glue and molasses have given place to glue and glycerine composition.

WAR COMMANDEERS THE GLYCERINE.

This brings us to the point most troublesome to we moderns of the art preservative. On August 4, 1914, Great Britain disagreed with Germany about the latter's invasion of Belgium, and has continued the disagreement to this day. War, modern war, of the nations, would not be of much account without explosives, and one of the chief ingredients of explosives is glycerine.

Glycerine and glue are animal products. It is only to repeat what every house-

holder knows to say there is a shortage of meats. And when it is considered that the best of glycerine must be used for the printer's roller, it needs nothing further to illustrate why the price has gone up with "leaps and bounds," as the spell-binders say.

In 1914 before the war, glycerine could be purchased from the manufacturer at 17½¢ per pound; now it is 69¢. Before this reaches the reader it may have gone up another cent or two. Wholesale druggists ask and receive 73¢. And smaller dealers sell it in 5-lb. lots at 95¢. That is going some. But the manufacturer cannot help it, neither can the roller maker.

Glue at the outbreak of the war sold at 16¢. per lb., now it is 45¢., and can only be purchased in small quantities at that. And small quantities are not of much importance in roller making. The reader can form an idea of the shortage when it is understood that practically every printer in the country now sends his rollers to be made by the roller maker.

Glycerine and glue compose about 95 per cent. of the printer's roller. In summer time the proportion of one to the other makes the roller for the warm weather. But in the winter season the roller demands 2¼ parts of glycerine to one of glue. Therefore, it is not hard to find how much the printer's roller costs in raw material. The roller maker at one time made no difference in his charges between summer and winter rollers. Now he is trying to absorb the difference, but if these essential raw materials continue to advance it will no doubt become necessary to make a difference in price between summer and winter rollers.

Glycerine and glue, when properly combined in roller composition, are the near-

est approach to the ball of the human hand, the best distributor of ink known.

STRIPPING CORES PURE WASTE

Thrift, however, can play a part in printer's rollers. Many, through perhaps an idea of saving express charges or cartage charges, strip roller cores before shipping to the maker. This practice is waste, pure and simple. There is a lot of good material in old composition. The roller maker extracts the best of this and incorporates it in the new roller, thus reducing the cost of manufacture, thus effecting the price of rollers. If the roller maker derived no benefit from the returned composition, an increase in price of the new roller would be the inevitable result.

The object in writing this was to put the roller maker's side before the printer. The figures and prices are authentic. They have been verified by the glycerine and glue manufacturer. The roller maker has had no say in the prices quoted. The roller maker has troubles of his own these war days, and who has not in the printing industry? And when we understand one another's problems—each other's difficulties—the reason for advanced prices is made plain to us all.

ORGANIZE TO GET FOREIGN BUSINESS

THE Washington Newspaper Association is an organization of eighty-three weekly newspapers in the State of Washington, having a combined circulation of 83,500.

The Washington Newspaper Association was organized in 1916. Its primary purpose is to get foreign advertising for

its members. Head offices are in Seattle. A Chicago office was opened October 1.

To get foreign advertising is the first purpose of the Association. It will also attempt to do collective buying of news print and supplies. It is planned also to establish a central engraving and stereotype plant in Seattle. The Association furnishes credit information, conducts an employment department, and gives other miscellaneous service to its members.

The Washington Newspaper Association is probably the most highly developed organization of its kind. Advertising is sold direct to the Association. Rates are quoted for the entire list. Agencies deal direct with the central office.

* * *

There may be something in the foregoing useful to certain Canadian publishers. Certainly, we'll be doing much co-operatively in the future which is not now being attempted.

Blackhall & Co., Toronto, were defendants in an action in the County Court by the David Smith Engraving Co., who claim \$319 for alleged negligence in embossing a number of letterheads. The plaintiffs alleged that the embossing was so poorly done that they had to replace 98,000 of the 141,000 ordered before they could be delivered. The defendants denied negligence and alleged that when the letterheads were delivered to them the sheets were wet through not having been protected from the snow which was falling, and they found the work already done by the plaintiffs so imperfect that it was impossible to make a good job of the embossing. They averred that samples were submitted to the plaintiffs, who told them to do the work as well as they could. The defendants counterclaimed for \$97 for the work done.

CALGARY'S BUSINESS GIRL

Liberty Theatre
PETROVA
in the
"Black Butterfly"

LADIES
C. M. G. P. O.
Scenic Travelogue

A Glance in the Mirror
F. L. HEATH AND CO.
514-516-518

HASHIM'S
The SILK SPECIALTY SHOP
For the Girl who appreciates the best
711 FIRST WEST

NICKLE BOOT SHOP LTD.
212 and 240
Edgemoor Ave. West

Make Use Of Your Spare Time And Double Your Salary
Be a Successful Typewriter as good as new
At a Remarkable HALF-PRICE
From A. HARPER & SON
114-116-118
Calgary, Alta.
Phone 4811

Calgary Business GIRLS
A career for you in the most interesting and profitable business in the world
The Home Delicacies
214-216-218
Edgemoor Ave. West

We Offer Special Prices To Our Business Girls of Calgary
An extraordinary sale to our business girls of Calgary
La Mode Ladies' Tailors
121-123-125
Edgemoor Ave. West
Phone 4811

Heatherington's Cleaners Dyers
214-216-218
Edgemoor Ave. West
We have a new steam
try us

C. VERNILVEA "SILCO"
SPECIALIST
FOOT ADJUSTMENTS
114-116-118
Calgary, Alta.
Phone 4811

Dentistry Without Pain
Killing Pain is a thing to be proud of
Office 1015-1017
Calgary

Hamilton Organizes a Business Women's Club

YOUR HEALTH
A PAGE OF INTEREST TO THE WOMAN WHO IS ENGAGED IN BUSINESS

Business Efficiency Demands Eyesight Efficiency
BERING, Optometrist
120 EIGHTH AVE. N. E. EAST
Accurate Lens Grinding
Binocular Sight Training

PENLEY'S School of Dancing
J. K. PENLEY, Principal
120 EIGHTH AVE. N. E. EAST

A Wrist Watch For Service
D. E. Black & Co. Ltd.
214-216-218
Edgemoor Ave. West

Comfortable, Well-Fitting SHOES
Are the best friend of the Business Girl—We specialize in Her Needs
RICHARDSON, LTD.
216 1st Avenue West and 136 8th Avenue East

Exercise Every Woman Needs

Business Girls Go Back to the Land

Exercise Every Woman Needs

H	I	J	K	L	M	Z
G	TYPES to they that be of the Craft are as things that be Alive. He is an ill Work- er that handleth them not gently and with Reverence. In them is the power of Thought contained, and all that cometh therefrom. <i>Mirror of Prynting</i>					O
F						P
E						Q
D						R
C						S
B						T
A	Z	Y	X	M	A	C

Compliments of H. W. Leggett, Ottawa, Canada

A page which appeared in the Calgary Herald. This page shows how bright ideas can be employed to develop special advertising. The Calgary Herald is aggressive in the development of local advertising.

Example of work done by Harry W. Leggett, Ottawa. Original was in the form of a 4-page leaflet entitled Types. Rule work in tint. A fine quality of Old Berkshire Mills stock was used. Reproduction is full size. Mr. Leggett does much good work from sheer love of his craft.

STANLEY BECK'S NEW PAPER

STANLEY BECK, formerly with the Winnipeg Telegram, and who figured in the recent famous Galt Commission case, has begun the publication of the Dodsland, Sask., *Prairie Times*. A lively editorial page—"The Inside Page"—is a feature. Here are some typical extracts from this page of comment and fancy:

Sir Wilfrid Laurier visited Dodsland this week. He was travelling incognito. Our reporter nabbed the statesman in Henry Ebeling's pool emporium, and approached him respectfully. Sir Wilfrid at first denied his identity, and said his name was George Wright, but he couldn't fool our reporter, who recognized the opposition leader by his flowing mane that left a streak of dandruff across the shoulders of his coat. Sir Wilfrid declined to be interviewed until he had finished his game of pool, and as our reporter had a dat with a Jane just about then, the interview was never secured.

This is the life. M. C. McCormick took us for a drive t'other day. Henderson and Jack Reeve came along. Leaving Herschel after dark, McCormick headed straight for Eagle Creek and stopped with a jerk on the brink. The engine died, and as there was nothing to stand on but air in front of the car, we flipped

coins to see who would hang onto the engine hood and crank 'er up. Gee, but it was funny to watch Henderson straddling that hot hood and grunting every time he made a swipe with the crank. The only damage he sustained was a pair of singed trousers.

It was amusing to watch Councillor Curdt extract a paper from his pocket and gaze at it thoughtfully every few minutes during council meeting. It was his tax bill.

Who said "Flour"? "Not me!" said Henderson with his eyes to heaven. "Not me!" said Earl with a countenance full of angelic innocence. Well, somebody said it.

THE GROUCH

"THIS job of running a country newspaper is all to the bunk," snarled the Grouch. "It's just one danged mishap after another. First of all the blamed plant fails to arrive until just about press-time, and you work your head off to get the rag out on schedule. You get up a fine looking paper, and, bingo! the press breaks down. You get a batch of mechan-

ics to fit it for you, and they fix it in fine shape by snipping one of the main-springs and making it worse than ever. You hitch your engine on it and something goes wrong with the gizzard of the press, and the blanket rips clean across. You telegraph for new parts, and get them adjusted just in time for the next issue, and bingo! someone sticks a coal-oil stove under the press to warm up the ink, and the stove melts the rollers, so that they ink in some places and don't ink in others. And you have to turn the blessed press by hand, while someone else inks the type with a hand roller, keeping you up all day, all night and the next day. And when, after considerable delay, a new roller arrives—just in time for the new issue—you open it up in joyous expectation that everything will go lovely, and you find the roller has got melted in transit. And by this time you're foaming at the mouth because the magazine sections for the week-before-last are hooked up in the customs somewhere, and when you finally locate them you get word from the postmaster-general that you musn't use 'em. And why? Just because of some darn-fool regulation that every part of the paper must be the same size—as if it makes any difference whether one part of the sheet is as big as a blanket and the rest of it the size of a postage stamp. And you arrange for a comic supplement to take its place, only to discover that some other idiotic regulation trips you up. What difference does it make if it is printed in the U.S.? Don't you have to pay duty? And so you try to hook on to a comic supplement printed by a Canadian newspaper, only to learn that the American syndicates that supply the Canadian papers forbid them to peddle the same stuff. I've made out a list of 64 mishaps that have got my goat. I've jotted them all down and I'll read them to you. First, there's—

"For heavens' sake. Man, don't spill them all at once," said the Chirp. "They'll make exactly sixty-four grouches for the next sixty-four issues. You'd better save 'em up."

"Bah!" said the Grouch. — Dodsland *Prairie Times*.

PIONEER HOLLINGSHEAD WRITES A LETTER

THE following letter, from Pioneer F. L. Hollingshead to A. S. Thurston, editor of *The Weekly Sun*, Toronto, will be enjoyed by many:

France, Sept. 6, 1917.

Dear Old Bomb-Proofer,—As we go to press the artillery is pie-ing Fritz's defences, and judging by the noise a good bit of the dis. is going into the hell box. You can't see anything for smoke and dust. A year ago I thought we should have had the job run off by this time, but all I can do is to give you a few good impressions.

I have had a very lucky streak here. Seldom does anyone hold down a job in this shop for 18 months. That has been my good fortune, and I have helped on a few of the special editions—the third battle of Ypres, the Somme and Vimy Ridge—and only once, when I took an impression too literally from a whizz-bang, have I gone to the bank. I've dodged a lot of minion, nonpareil, and all the way up to 48-point bold face, and am still live matter. But war certainly does knock the serifs off a fellow's civilization. I don't suppose, though, that there are not ways in which we are improved by it. In resourcefulness, and cheerfulness under all kinds of discomforts, we perhaps gain a couple of points. In fact, you hear more grouching when things are at

Dunning Sends Hundred-Word Message to Readers of "The Prairie Times."

REGINA, SASK.—In an interview with a representative of *The Prairie Times* this week, Hon. C. A. Dunning, provincial treasurer, summed up the Greater Production Loan Idea in the following comprehensive hundred-word message: "Inspired on your readers that the Greater Production Loan is designed to accomplish two definite ends: (1) That those FARMERS who have money to invest, even for a short space of time, and in small amounts shall have the opportunity to invest their money in it; (2) That those FARMERS who must borrow on mortgage to develop the agricultural resources of the province shall be able to do so at a rate of interest lower than in the past and more nearly what the money is worth. (Our slogan should be: 'Make Saskatchewan money work in and for Saskatchewan.'")



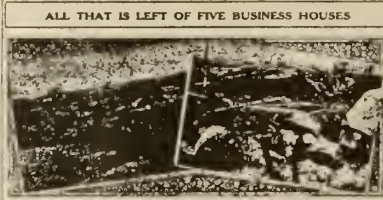
Vol. 1 Published Weekly SUNDAY, OCTOBER 14, 1917 Saskatchewan 40th Street No. 8

Union Government Formed --- 11 Tories, 9 Grits

Road Across Eagle Lake is a Probability

Governor Inspector Links One Cause—Good Roads Cause Roads

The probability of building a road across Eagle Lake, north and south, is a probability. The road would be a valuable asset to the province, and it is a probability that it will be built.



Three women, depicting a group of huge bags of wheat and wheat flour, are depicted in the photograph.

Winnipeg Council Gets a Government Rebuke

The Winnipeg council has been rebuked by the government for its handling of the wheat situation.

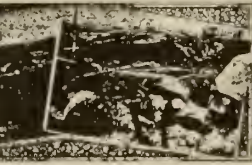
Farmers are Warned Against Incendiarism

The following statement has been received from the government regarding the warning against incendiarism.

Townships Ourselves Bad Fire on Prairie

The township of Dodsland has been hit by a bad fire, and the cause is being investigated.

ALL THAT IS LEFT OF FIVE BUSINESS HOUSES



Three women, depicting a group of huge bags of wheat and wheat flour, are depicted in the photograph.

EXTRA! BIG DOINGS SOON

Concert, Box Social and Dance XMAS CHEER-FOR-HEROES

Stay! Stay! What about the boys in the trenches? Let's have a good time for them.

Check up on Seed Loans

It is a matter of fact that the seed loans are being checked up on.

Government Hodge in World War

The government's hodge in the world war is being exposed.

Threshold Beware!

The threshold is a dangerous place, and it is a warning to be heedful.

Jack Reeve of Dodsland to Locate in Plenty

Jack Reeve, one of the greatest business men of Dodsland, is expected to locate in Plenty.

SIFTON AND CALDER ARE IN CABINET

Formation of a War Council of Seven Members is Also Under Consideration

Here is Our Comment

It is a matter of fact that Sifton and Calder are in the cabinet.

A Successful Event

One of the most successful events of the day was held in Dodsland.

Check up on Seed Loans

It is a matter of fact that the seed loans are being checked up on.

Government Hodge in World War

The government's hodge in the world war is being exposed.

Threshold Beware!

The threshold is a dangerous place, and it is a warning to be heedful.

Interesting front page of a weekly paper, patterned after the model of a daily. The editor of the Dodsland *Prairie Times* is Stanley Beck, formerly with the Winnipeg Telegram. The *Prairie Times* is his child and is "hot stuff" in parts. Note how the Dunning message is featured.

their best than when we are really in difficulty. Sometimes the grippers won't grip, or the ink is too stiff, or there's too much reducer, or the stock is full of electricity. Occasionally the whole job is out of register, and the Russian half-tone doesn't show up, but we keep on smiling and working. I think we are nearly on the last forme, and are going strong on the make-ready. Kerensky's plate may have to be re-etched, or changed for a new one from Tokio, but we are hoping for the best.

The next job will be our Peace Jubilee Number, and will be published next year at the latest, in Toronto. The Yankee insert will only be a supplement to our war number. It will be mostly color work; I don't expect they will add much to the text of the edition.

I hope this muddled metaphor will find you and your "staff" in the best of health and spirits. I am happy as a lark myself. Drop me a line whenever you get an inspiration.

Your old Pal,
F. L. HOLLINGSHEAD.

Pioneer Hollingshead and Mr. Thurston worked together in several Toronto and Winnipeg offices.

ST. JOHN NEWSPAPER 120 YEARS OLD

J. F. ALLISON, postmaster of Sackville, has in his possession an interesting copy of a St. John newspaper over one hundred and twenty years old. It is a paper about 10 by 17 inches consisting of four pages, printed in the old style, using the old scriptural "s," made similar to our "f." Considering the age of the paper it is remarkably well preserved and contains some articles which are very interesting. This paper is *The St. John Gazette and Weekly Advertiser*, Number 585, Vol. XII., published Friday, August 4th, 1797. A weekly issue edited and published by John Ryan, at his printing office, No. 58 Prince William Street, where he states "Advertisements, Essays, Articles of Intelligence, etc., will be taken in, and every attention paid to the correspondence of the Literati and others, disposed to encourage the *St. John Gazette*, etc., etc."

One noticeable feature is the superabundance of liquor for sale, predominat-

ing over everything else. Hogshead after hogshead of Antiqua, Grenada and Barbadoes rum, Jamaica spirits by the puncheon. Madeira sherry, port and Lisbon wines in pipes, hogsheads and quarter casks.

The first page is wholly advertisements, commodities of various kinds and real estate. The second page is devoted to articles largely from the New England states. One item shows the length of time taken to make an ocean voyage from France to Boston. Compared with the time taken to-day it is interesting to note the difference: "Capt. Freeman arrived here last night in 37 days from Bordeaux. By him we received French papers down to May 10th; but they contain no news of importance except numerous confirmations of peace which is spoken of as a general one. Indeed the French Legislature were contemplating the cessation of those laws which were to expire on the epoch of a general peace." Another article is headed, "France," being devoted to "Further observations on the facility of divorce in the Council of the five hundred." At the conclusion of the article the editor asks: "Is it possible men capable of such weakness of argument can be found in any legislative body." If he could only read the "Franchise Act" without a doubt he would make his criticism stronger than on the preceding article.

The third page consists of notices to the public, auction sales, departure of ships and schooners, while the last page is devoted to laws, regulating charges on cartage, etc.

A GOOD RECIPE

Take one pound of necessity,
Season well with persistency,
Mix, if need be, with charity,
And strain out all timidity.
Cook on the fire of permeability;
Stir with the spoon of validity,
Boil till it is a reality,
Then add one ton of publicity.
To make ten tons of prosperity,
For the printing industry.

DAVID CREIGHTON PASSES

DAVID CREIGHTON died November 7th at his home, Spadina Road, Toronto. From 1864 to 1896 he edited and owned the *Owen Sound Times*. In 1888 he established and managed the *Toronto Empire*, now amalgamated with the *Mail*. He sat in the Ontario Legislature as member for North Grey for 15 years, and was Sir William Meredith's first lieutenant in the House. David Creighton was a self-made man, a printer. A coincidence is that W. R. Brock, president of the *Toronto Empire*, "passed to that bourne from whence no traveller returns" during the same week.

ASKED TO REFUND

IF "the boss" decided to increase your remuneration to the extent of a couple of dollars a week, paid you that increase for three or four months, and then demanded a refund of the sum the "raise" had amounted to during the time in question—you would be inclined to feel rather "sore," wouldn't you? And it wouldn't help matters out any if the demand was accompanied by an explanation to the effect that this action was taken owing to the fact that the increase had not been granted in a legal manner?

That, in effect, is the situation confronting many of the employees of the printing bureau. After lengthy negotiations, dating back to the time Hon. Louis Coderre was Secretary of State, the compositors were granted an increase. They have been receiving the higher emolument for several months, and are now asked to refund the difference between the amount which they are now getting and that which they would have received had the old scale remained in effect. This amount runs as high as \$28 in some cases.

The explanation given is the fact that no Order-in-Council was passed at the time the increase was decided upon, and, therefore, the money has been illegally paid.

The matter is now in the hands of the King's Printer, who is hoping to adjust it as satisfactorily as can be expected under the circumstances. That, however, does not alter the fact that at present the employees of the Bureau owe the Government money which was granted—and paid—them as an increase.

The compositors have the satisfaction of knowing that they are to get the outside scale in future—legally.—*Ottawa Journal-Press*.



ANNOUNCING THE BEGINNING OF A NEW MANAGEMENT AND THE CONTINUING OF A WELL-KNOWN AND APPROVED BUSINESS POLICY—EFFECTIVE OCTOBER THE FIRST—NINETEEN HUNDRED AND SEVENTEEN—THE OWNERS AND EXECUTIVES OF THE CADILLAC PRINTING COMPANY DETROIT MICHIGAN WILL BE AS FOLLOWS

EDWARD C. TANGER
PRESIDENT-MANAGER

ALFRED A. MANN
VICE-PRESIDENT

HUGO F. GRUSCHOW
SECRETARY-TREASURER

ON THE SUCCEEDING PAGES WE HAVE BRIEFLY PARAPHRASED A STATEMENT OF OUR POLICY AND OF ITS PERPETUATION UNDER THE NEW MANAGEMENT.



JUST as the great French pioneer, Antoine de la Mothe Cadillac, whose name identifies this organization, achieved an immortal fame by virtue of his courage, honesty, gentlemanliness, and loyalty to the intrinsic ideals of his mission as explorer and founder, so The Cadillac Printing Company conceives it today a privilege and an obligation to live up to the same intrinsic ideals in its own craft of planning and producing the printed page.

In that craft Mr. Tanger and Mr. Gruschow are potent leaders, and their entrance into the organization will prove in every way an asset to The Cadillac Printing Company's patrons. Mr. Mann, already widely known as a constructive business man and practiced leader in this field, needs no re-introduction.

It has been, and constantly shall be, our policy to give whole-hearted and disinterested service

to our customers; to strive hard for increased volume commensurate with increased facilities; to have and to hold those ideals which are best embodied in the expression that only as the printer serves he deserves. It is a policy already established through our relations with a number of nationally-known direct advertisers and one which will defy the test of day-to-day patronage.

We are ready to cheerfully and zealously co-operate with advertisers in the solution of any printed problem, or to undertake its planning and completion. Our facilities embrace Designing, Engraving, Planning, Writing and Printing. We are equipped for any phase of Business Literature from the inexpensive, emergency leaflet to the elaborate, illustrated catalog.

The practice of utmost-quality craftsmanship—the rendering of full value received—and the positive performance of every promise on the basis of noblest oblige—will always distinguish our relations with our patrons.

Upon that basis alone we solicit the opportunity, as constructive and conscientious quality printers, to confer with you.

THE CADILLAC PRINTING COMPANY
168-170-171 Larned Street, West
Detroit, Michigan
Telephone Main 6140

Front and inner pages of a beautiful and tastefully produced announcement, issued by the Cadillac Printing Company of Detroit. Original was on a fine quality of white antique stock and a deep ivory tint was used with the white. The coat of arms device was embossed, in ivory color. The covering envelope was equally chaste and rich. The impression made was instant and convincing; namely: This firm of printers is able to produce the highest quality of work.

Pointed & Pointless

By SIX-POINT BILL.

BECAUSE of the real seriousness of the future shortage of labor in the printshops of not alone Canada but the United States, I persist in urging the trade to encourage bright boys to apprentice themselves to the compositor's art. Forty-seven vacancies in the mechanical trades were advertised one day recently in a Canadian daily, and out of that number 11 were for the printing trade. The city itself was not represented, and the vacancies were for its immediate vicinity.

The putting together of the machine matrix or type will never be done any faster than the limit of the human brain. Pushing down a key on a typesetting machine is a single effort of the brain—the communication of one single thought to the finger of the hand. Letters make words, words make up lines, and lines fill the columns, and columns make the page, and so on. How many have considered the number of single efforts of the brain to produce a column of type. The foregoing can be applied to the printed job, or the advertisement. While automatic machinery can multiply mechanical endeavor, automatic machinery cannot be devised to think—or fulfil the function of the human brain. The journeyman printer need have no fear that the apprentice will get his job, or put him on the street. The dearth of printers will cause more harm to the trade than anything he can conceive. Trade schools do not make printers; but trade schools help the apprentice to make a better workman of himself—and it is the better workmen who get the good jobs. I would not urge the boy to enter the composing-room if it were to his disadvantage or injury; nor would I do so if he threatened to overdo the art preservative. I still "carry a card," and will do so till "30" is written.

The opportunities are so great, the future is so bright for the intelligent printer! What I believe to be, and what competitors believe to be, the best newspaper in America, is officered almost exclusively by printers. Its business manager, without a peer, is a printer; its chief editor worked at the case; its advertising manager ditto; every job is filled by a printer, because of his knowledge of the printing business and detail of operation. Its late lamented owner was a printer, and he was proud of it. He knew that to make a great newspaper, printers must be in control of its departments. His son and successor is a printer. Other great publishers are grasping the significance of that policy. The main thing about the printer is that he has been taught and knows how to work—the greatest essential of management and initiative. The great and most interesting profession is open to the bright boys who enter the composing-room to learn, and improve the compositor's art. The compositor, thanks to his own efforts, is the best paid artisan in America—and will continue so. Beyond the composing-room is the big job, big opportunities, the things that count. Every bright boy of the composing room is a bright and big man in the making. Encourage the boy—the nation will need him.

I have met some peculiar circulation builders and collectors in my career. The other day, out in the "cawn" belt, I think the most peculiar of them all. I had thought the prairie schooner had gone with the buffalo, the hostile redskin, and the lasso-thrower, but I was mistaken. Camped on the side of the road, the horse cropping grass in true

Western fashion, the shafts of the "schooner" hung up for protection, an old man arranged his brooms. Peculiar to that corn country, the broom pedlar sells his brooms from farm home to farm home in Iowa, Western Illinois and Indiana. He spoke in the Hoosier dialect, and I would have been delighted if he could have been induced to have given a verse or two of James Whitcomb Reilly, with whom he had more than a passing acquaintance. He was a very small man, thin, clean-shaven lip, and as sharp as a bear-trap despite his 70 odd years. "So ye be a newspaper feller," he said with a humorous chuckle. "Putty fine boys, I reckon." Then he broke off, and went to selling brooms. "The farmer don't want to pay th' price," he muttered, half aloud. "Too dear, they say, consarn 'em, and I says, 'So's yer cawn! Takes two pounds ov broom cawn to make a good broom, and ye git 35c a pound fer it, consarn ye.' So yer a newspaper feller," he came back. "I be somethin' in that way myself. Sell and collect for the *Critic* over to the next kownty. Mak' putty well, too," and the old man chuckled as he strung together three brooms. "Yer from Canady, eh? Cold enough up there to about freeze a rattle-snake, hain't it? Knowed yer grandfather; he come out here in '59. His house blew away in the tornado of '60. He wuz a Buckeye and we turned him into a Hawkeye." Then he hummed to himself, but he got back to business. "Ever do any collectin' fer a newspaper? Ye meet some tight ones, don't ye?" I nodded assent. "One old feller I knowed over in the next kownty, 40-years ago, a class leader; him and me went to the same meetin' house; he was as tight as the bark on a hickory tree; know what hickory is? He owed the *Critic* for five years. The editor sent me after him. When he seed me a comin' he says 'Just awaitin' for ye! and he shelled out the greenbacks. Funny fellers, hain't they? Made putty well on that deal." And the old man laughed half aloud to himself, and his small, dark brown eyes danced merrily. "Goin' back to Canady, eh?" he asked as I bid him goodbye. "Come out to Ioway agin."

"Camouflage" is a new word, or an old one brought to life by the war. Pronounced "camoo-flarge" (but omitting the *d* sound in the *g*) by those who speak Parisian French, it means "illusion." In this sense the scene painters of Parisian theatres talk of canvas substitutes for trees and shrubs and vines, the *rues*, the *cafes*, etc.; on the American and British stage the illusions of the balcony in "Romeo and Juliet," the tower from which Shylock's ducats descend; the rows of burning hedge between which Corp. Gregory Brewster of the Scot's Guards drove his cart filled with kegs of powder to the famished guns. It was upon this latter fact that Sir Conan Doyle supplied Sir Henry Irving with his play of "Waterloo." In the present war the Parisian scene painter has supplied the allies with miles and miles of painted canvas to camouflage the Huns. It may be an embankment, it may be a roadside—anything to deceive and make him or his flyers believe he is up against the real thing. The guns are camouflaged with brush, trees, vines, to illusion. I think it would be a first-rate word for the printing trade. Are we camouflaged? How many are illusioned that we are making money—are getting our own for the real service rendered to our patrons? Again, are we camouflaged?

I was the guest the other day of the editor of the *Inland Printer* at a luncheon of the

Ben Franklin Club, Chicago. At the hotel where I registered for a week, the bulletin board beside the elevator announced the daily luncheon of the club. It struck me as a first-rate idea to put into practice in Canadian printing centres. Unless we have a bunch of good and sympathetic friends, we have to pay for our luncheons most days of the five we work in the week. Then why not employ this time, now wasted, outside of supplying the inner man, by getting together, and informally talking shop. Short addresses or discussions might be employed to solve problems. A good feature, as good as any, would be the getting thoroughly acquainted with each other. "When we know each other better, the mists will roll away." And incidentally estimates and prices will become more uniform.

The printing trade seems to be "split" on the present paper prices. One section is working for reduction, and another section hopes to see the prices maintained. One hears the latter hope expressed in many of the big centres by employing job printers. They take the stand, no doubt founded upon the reports of the "business" office, that the job trade grows better; that profits are getting to where they should be; and that the higher costs of supplies have done much to stiffen up the vertebrae. If the treatment has thus resulted, the medicine is worth the price. I am told on good authority that the largest employer of printers in Canada holds the view that the increases have done good work in establishing better prices, and does not want a reduction. I heard a similar view expressed in a large city in the American Middle West. Big publishers, however, think differently.

The inventors are busy on automatic machinery for the printing trade. The other day I heard of two of the big press manufacturers who are working on automatic feeders for their presses, the announcements to be made shortly. Rotary presses are now so complete that they can be made to do anything. Automatic mailing machines wrap, distribute and drop publications in the mail bags. What was thought impossible for a machine is now being done far better than by "hand" labor, with the mistakes and errors eliminated. Nor is this confined to the big cities. Small-town shops that formerly employed seven hands now get along better with three with the aid of the typesetting machine, the folder attached to the newspaper press, and a mailer substituted for the scissors. The inventors will yet accomplish what Daniel O'Connell once told a Dublin audience they would. The next thing we know, the foreman will push a button, and a machine will emit the cuss-words when the "copy" is late. But levity aside, a better day dawns for the trade, and automatic machinery will hasten the time.

PULP, PAPER, FIBRE

St. John and Newcastle reported pulp and paper mills busy, and at Three Rivers and Sherbrooke pulp and paper factories were steadily employed. The E. B. Eddy Company and the Beaver Board Company at Hull reported activity in the manufacture of pulp and pulp products and St. Catharines also reported these trades steadily employed. The Port Arthur pulp and paper works had 150 men and boys employed and required laborers. Pulp and paper mills on the Pacific Coast were very busy. — *Dominion Labor Gazette* for October.

Printer & Publisher

Published on the First Wednesday of Each Month.

WM. POWELL - Business Manager
JOHN C. KIRKWOOD - Editor

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COST SYSTEM EXTENSION

SECRETARY JOS. A. BORDEN, of the United Typothetae of America, in his annual report read at the recent big Chicago Convention, said as follows on the Standard Cost System:

A marked revival in the interest manifested by the members in the subject of cost finding has been apparent.

The demands for cost installation in the plants of the members have required the service of the cost accounting department almost continuously.

As indicating the awakening interest in the subject, requests have been made for 1,400 sample sets of cost system forms in various parts of the country, where the individual concerns desire to install the system without the aid of cost accountants from the national office.

Cost system lecture charts have been prepared for use in explaining the Standard Cost Finding System to the printers connected with local organizations, these charts having been arranged on the basis of the average costs, as shown by the composite statement for the year 1915.

A careful checking up has been made from the commercial agency reports, showing the benefits that accrue from the use of the Standard Cost System. The improved financial condition of the members using the standard system, as indicated by these commercial agency reports, should be a sufficient argument why every printer in the country should avail himself of the cost finding aid offered by the national organization.

During the early part of the year the national office co-operated with the Graphic Arts organization of Kansas City in putting on a campaign for the installation of the Standard Cost System, and as a result of the deep interest manifested by the Kansas City printers, the system has been installed in something like fifty plants.

The Kansas City printers raised a permanent fund for this purpose and are now maintaining a cost system expert, who is continuing to make cost installation in other plants and who also gives his personal supervision to the maintenance of the systems already installed.

The Typothetae-Franklin Association of Detroit has also created a permanent fund, with which it is now installing the cost system in a large number of plants in that city, having also permanently employed a cost accountant for this purpose.

The Franklin-Typothetae of Chicago has undertaken a similar work with sufficient funds to maintain a permanent propaganda of cost installation, and has an expert accountant in charge of that department of its local activities.

I.C.M.A. CONVENTION

THE subscribing of \$500 each to the Liberty Loan of the United States and the War Loan of Canada; the sending of a message to President Wilson and the Canadian Premier pledging the support and loyalty of the I.C.M.A.; and the establishing of a roll of honor for members who have enlisted in the Army and Navy of the United States and Canada—featured the opening session of the nineteenth annual I.C.M.A. meeting in Atlanta last month.

Nearly a hundred delegates, representing all parts of the United States and several Canadian cities, attended the opening.

The Canadians on the programme were, T. V. Armstrong, of the *Ottawa Journal-Press*, who spoke on "Co-operation vs. Competition in country circulation"; and Robert A. McCleary, of the *Toronto Globe*, who spoke on "A simple and convenient way to file back copies of a newspaper—what should be the charge for back copies of one week, one month, one year, etc.?"

Many economical things were done in the circulation department in order to counteract in a measure the ever-increasing expenses. Reports showed that:

Wrapping paper and twine has been dispensed with wherever practicable, canvas bags and patented straps or ties taking their place.

Returns have been almost wholly eliminated.

Exchanges and "deadheads" have been cut off.

Advertisers' copies have been reduced to a minimum, clippings of advertisements have been substituted for complete copies.

Free copies to employees have been cut off; many of whom have become regular subscribers.

Pressroom and mailroom waste and "overrun" have been largely reduced.

Special trains have been consolidated or entirely dispensed with.

Much mail matter is now being forwarded by express in order to reduce transportation charges.

Agents have been appointed in communities where individual subscribers by

mail were formerly the only means of distribution, this brought a saving in wrappers, time in the mailing department and transportation costs.

Mechanical mailing devices have been installed to replace human labor, thereby cutting down the payroll.

Office systems have been simplified in order to reduce expenses.

Promotion work has been scientifically organized to reduce number of employees and to prevent lost motion.

Educational campaigns have been inaugurated to induce subscribers to renew subscriptions of their own accord and not to depend upon personal call of publisher's representative, thereby cutting off a big item of expense.

Subscription rates have been increased.

Clubbing offers have been discontinued.

Premiums and other inducements have been abandoned by many publishers, bringing about a big saving of money, and at the same time educating the subscriber to consider the merit of the newspaper, instead of the bait that has been offered with it.

Co-operation between circulation departments of newspapers in various cities has eliminated waste of money through old methods in practice, such as paying of newsboys and dealers for representation, boosting and so-called personal service. This makes it necessary for newsboys and dealers to hustle more for themselves, in order to make money, and the result is an increased sale of papers, and the public gets what it wants and not what is thrust upon it.

On the Board of Directors is James R. Henderson, *Montreal Gazette*.

Washington, D.C., won the 1918 convention.

PRINTING PROFITS

A RECENT issue of *Geyer's Stationer* gives the following description of a clever little publication, recently issued by a Philadelphia firm of stationers:—

"Printing Profits, a Screaming in 88 Parts," is the title of a clever booklet, which is written in the style of a scenario, and depicts the offices of the Good and Bad Printing Co., with Mr. Good talking over the 'phone to a customer who is asking for an estimate on 1,000 business cards. When the price is quoted the customer replies that Beetem and Cheetem will print the cards for less money, and a compromise is finally effected, so the Good and Bad Printing Co. get the job.

The rest of the booklet is devoted to the number of actions required to print 1,000 business cards, and the writer shows how 88 distinct and separate actions are required. After the cards are delivered the customer kicks on half the cards being spoiled; too much impression, short count, and charge for reset matter. Collector calls three times to get the \$2.75 charged, and before he collects it the Good and Bad Co. go into the hands of the receiver.

It might seem that the booklet is exaggerated, but any printer will affirm the number of actions required to do even such a small job as illustrated in the story. When the fact is considered that only 2 per cent. of all printing firms survive a period of ten years, it is readily apparent that something is vitally wrong. Nine cases out of ten the fault lies with the printer himself, who sells his services so cheaply that he is broken before he realizes it.

PRESENT NEWSPRINT PRICES CONTINUE

THE prices for newsprint paper in rolls and in sheets respectively that have been in effect since March 1, 1917, are being continued, but are very unsteady with the prospect of going higher at a later date that has been in all of the regulations passed since July 1, 1917.

There are persistent rumors that the Governments of Canada and United States will agree upon a price for newsprint paper that will be uniform for both countries. Commissioner Pringle, at the hearing on the 2nd and 3rd of October, stated that there was no doubt in his mind that the same rate would apply in both countries.

CAR SHORTAGE

The car situation in Canada has again become acute. In fact, the shortage is now as bad as at the worst period last winter.

Several of the most important of the Canadian pulp and newsprint mills have advised their customers that they will have to shut down this week unless cars are supplied. The newsprint mills have all available storage piled up with newsprint which they cannot ship out, and unless relief comes before the end of the week, they will simply have to stop producing until cars arrive for shipping out their product.

TRIAL OF PAPER MAKERS

THE trial of a number of newsprint paper manufacturers, including several Canadian manufacturers, for alleged breaches of the Sherman Anti-Trust Law, has been postponed to November 12th. The trial will take place in New York.

BOOK PAPER INQUIRY

A MEETING was held in the Parliament Buildings, Toronto, on Friday, November 9, for the purpose of opening an enquiry into and concerning the manufacture, sale, price and supply of book and half-tone papers, pulp, sulphite, etc.

NORTHCLIFFE NEWSPRINT

THE statement which follows, issued by the A. N. P. A., throws interesting light on the progress that has been made toward relieving the needs of United States publishers who were without a source of supply:

"The operation of the paper mills of the Anglo-Newfoundland Development Company, Limited, at Grand Falls, Newfoundland, in the interest of the American Newspaper Publishers Association are now, after two and one-half months, be carefully judged on its merits.

"Six different cargoes of paper have been landed in the United States and shipped to practically every State in the Union. This paper has now been used by three or four hundred publishers, and the paper market, under the strain of this additional tonnage and the manner in which it was placed, has been maintained soft.

"All users of this paper praise in the loudest terms the efforts of the Paper Committee of the American Newspaper Publishers Association in bringing tonnage into the market and supplying a paper of such superior quality, not being equalled by any other mill in the United States.

"The mills of this company at Grand Falls are undoubtedly the finest exam-

ple of scientific paper manufacture in the North American continent. The organization which Lord Northcliffe has in Newfoundland represents the maximum in efficiency in paper manufacture on this side of the Atlantic, and showed remarkable genius in meeting the problems of manufacturing good paper cheaply under such difficult conditions as are found in the colony of Newfoundland. The mills are now operating to greater capacity than ever before. The sizes of paper being manufactured for the American filling the machines out to the last inch of trim, giving a machine efficiency never before attained on English sizes. The paper being made there by Lord Northcliffe's staff stands at the top of the list in quality and low manufacturing cost in North American continent. This mill is apparently able to manufacture paper under present difficult conditions at less than the cost of the Canadian mills, according to their reports to Commissioner Pringle, brought out in the recent investigation, this in spite of the fact that tariffs and taxes in the Island of Newfoundland are in excess of similar taxes in Canada, to the extent of at least \$3 a ton.

"It is noteworthy that the greatest publishers' paper mill in the world, which this is, is also the greatest mill from a manufacturing point of view of mills manufacturing under approximately similar conditions. This mill easily gives the lie to those who would claim that publishers cannot build and operate paper mills successfully.

UNDER CAPABLE MANAGEMENT

The management of Lord Northcliffe's mill is in decidedly capable hands. There, you will find materials stocked up well in advance, every possible manufacturing contingency foreseen and met. It is a mill where emergencies practically never occur and where everything is operated and managed on a smooth, efficient, and economical basis. The entire staff of employees at the mill are most loyal to the company, due, without doubt, to the fact that the company takes them into its confidence very much more than American mills are in the habit of doing. They regard their employees' interests as essential as their own, with the result that there has been developed the best possible relations between the company and its entire staff.

"The difficulties which had to be overcome to make this a successful manufacturing institution have been almost unbelievable. A large town was built in the wilderness, supplied with every modern convenience, two short railways were built, docks at two different ports, in addition to the usual mill buildings and development.

AS TO A REASONABLE PRICE

"The point of particular interest to publishers is that the mill is able, under these present severe manufacturing conditions, to manufacture paper, paying the owners a very handsome profit and still be under the mill price set by the Federal Trade Commission as fair and reasonable.

"Very difficult shipping conditions have also been met and overcome in delivering this paper into the United States, which has been done regularly and very close to schedule. No loss or damage of any paper has occurred. The publishers using the paper have received the best possible service.

"This mill is the greatest possible argument for publishers protecting their own paper supply by an interest in mills of their own."

KEEPING TAB ON PUBLISHERS NEWSPRINT

NEWSPAPER publishers of the United States are to be called upon to keep the Federal Trade Commission regularly informed as to their every move in connection with print paper supply.

In other words, Uncle Sam is going to keep tab on publishers—that is on the consuming end of the industry—just as it was recently announced he would continuously keep in touch with the production practice and policy of the newsprint manufacturers.

This development, here made public for the first time, may be said to constitute the big news of the week in the newsprint field.

Several weeks may be required to complete plans for obtaining periodical reports from publishers, but the move has been definitely determined upon and will constitute the final step designed to enable the Federal policeman to keep his eye at all times upon all angles of the newsprint situation.

* * *

Interesting conjectures as to what may befall the Canadian newsprint industry should the United States Government take action along the lines advocated by the Senate printing committee, may be expected. The committee wants government operation of the print paper and pulp industries in the United States during the war. To make this effective, there would have to be co-operation with Canada. The committee would, therefore, have the Canadian government limit exports to the United States during the war to shipments on U.S. government account alone.

* * *

As an indication of how prices are weakening in the paper market, new lists recently issued by envelope manufacturers all show cuts of varying extent. The standard grade of No. 6 envelope quoted at \$1.40, which compares with \$1.65 in the spring list; No. 7 envelope is down from \$1.80 to \$1.65; No. 8 from \$2 to \$1.75, and No. 8½ from \$2.60 to \$2. In short, there are cuts ranging all the way from 10% to 30%.

* * *

A decided slackness in the job printing business is reported at present. This will have its effect on both production and consumption of paper. Not only have printers overstocked and are, therefore, not in the market for the usual quantity of paper, but they have been letting out hands and otherwise cutting down overhead charges. One cause of the slackness is the reduction in catalogue work, many firms, in view of the uncertainty of prices, deciding not to produce the usual catalogues at the present time.

* * *

Canadian manufacturers are still maintaining quotations on book papers. These are the only lines in which there have not been general reductions. Whether, in face of the slackening demand, these prices can be held, is a question of considerable interest to the paper trade.

* * *

The trial of the five members of the Executive Committee of the Newsprint

Manufacturers' Association and two others who were indicted on a charge of having combined to increase the price of newsprint paper, in violation of the Sherman anti-trust law, will take place on November 12.

BRITAIN SETS PAPER PRICE

THE British Paper Commission has fixed the price that newsprint paper manufacturers in Great Britain may receive for their paper when sold to the newspaper publishers of Great Britain.

The price is 4½ pence per pound.

BOOK-PAPER MEN GIVE UP

FOLLOWING the filing of the United States Senate printing committee's recommendation that the Government seize all paper mills, twenty-three book paper manufacturers, answering the Federal Trade Commission's complaint on October 10 that through their bureau of statistics they had enhanced paper prices unduly, announced that the bureau had been discontinued and asked for a dismissal of charges against them.

The defendants were cited to appear to show cause why they should not cease alleged unfair practices.

They made no admission of charges of concerted action to raise prices and asked dismissal of the complaint solely on the ground that the instrumentality through which the unfair practices were alleged to have been carried out had gone out of existence.

MAY SEIZE PAPER MILLS

THE biggest development in the year and a half work of the Federal Government to settle the newsprint paper situation and protect many newspapers of the nation from extermination, because of the high prices charged by manufacturers, came on October 6 in the form of a recommendation by the Senate Committee on Printing that the Government seize and operate the print paper and pulp interests during the period of the war.

The committee states:

"The committee has been moved to report the resolution for the consideration of the Senate at this time in the hope that some relief may be speedily accorded the many publications that are in grave danger of destruction by the unbearable prices now exacted for print paper.

"To jeopardize the existence of the press is to imperil the life of the Government itself, so dependent is a democracy upon the prompt and widespread information of the people.

"Therefore, whatever affects the publication of its newspapers and periodicals likewise affects the welfare of the Government and the necessities of such publications become in fact public necessities.

"If print paper cannot be obtained in adequate quantities, the information of the public will be restricted in the same measure as the output of the paper mills is limited; or if the price of paper is held so high that many newspapers cannot afford to continue publication, the information of the public will likewise be curtailed and the interest of the Government suffer thereby.

"It seems imperative, therefore, that the Government should do everything in its power to insure the preservation of the press, especially in a time like the present, when the newspapers and periodicals

are such a vital force in helping the cause of humanity against military madness."

SITUATION IN AUSTRALIA

THE shortage of newspaper in Australia is growing more and more acute, and at present indications there appears to be the prospect of a complete cessation of supplies at the end of the year.

Already newspaper proprietors throughout Australia have been forced to make material reductions in the size of the papers, and have for some time past cut out all returns on unsold copies. At the present time, they are able to make arrangements to let regular subscribers have their papers, but it looks as if in the near future there will have to be some cutting down in this direction also. Since the war, the price of newspaper has risen from \$70 to \$280—the latter figure being the present price.

The various Press Associations in Australia, it is understood, are meeting shortly to approach the Australian Prime Minister to arrange for supplies of paper under Government control from Canada, Europe, and America. In addition to this, a movement is to be set on foot to reduce the number of issues of papers per week, to reduce the size of newspapers, and other like safeguards—such as the elimination or combining of forces in such places where two or more newspapers are published having the same views.

The Commonwealth Advisory Council of Science and Industry, instituted by the Hughes Government, has also been considering another phase of the matter—the making of paper in Australia. Inquiries up to date do not seem to show that Australia can be made self-supporting as far as newspaper is concerned without the growth of some special crop, but it is considered that there are enough raw products such as hoop-pine, blade-grass, and other soft-wood trees that can be used to help in the making of sufficient paper to breach the shortage now becoming all too apparent.

MONTREAL HERALD SUIT

THE legal fight begun by D. Lorne McGibbon to retain publication of the Montreal Herald under the Herald Publishing Company, instead of permitting Lord Atholstan, proprietor of the Montreal Daily Star, who owns a large share of the Herald stock, to get possession of the paper and have it published by the British American Publishing Company (formed for this special purpose), has been settled out of court, and the Herald stays in statu quo.

TORONTO MASTER PRINTERS' LUNCHEON.

THE November gathering at the Carls-Rite was very successful, the younger men, as at the October luncheon, predominating. President Desbarats, of the Montreal Printers' Board of Trade, was a welcome guest. The printers of Montreal have made great strides in establishing the standard cost system, said Mr. Desbarats. The association put it in any office, without cost to the owner. They found it a profitable investment. Mr. Jones, an expert, explained the chief features, how little it costs to operate, and explained also that it uncovered "by-products" little dreamed of. President Rutter endorsed the standard cost system, explaining how efficiently and easily it was

operated in the office of Warwick Bros. & Rutter. Atwell Fleming said he would not be without it, urged others to use it, and invited anyone to "call upon" him, when the necessary was needed for propaganda for the good of the printers. F. M. Kimbark praised the cost system and the information it furnished to find the cost of any single operation in Business Systems, Limited. A. D. Lewis, chairman of the entertainment committee, also endorsed the standard cost system. PRINTER AND PUBLISHER and the other MacLean publications are produced under the standard cost-finding system.

The next gathering will be in January, 1918, with F. Bridgen as chairman of the entertainment committee.

\$2,000,000 HOME FOR DETROIT NEWS

THE Detroit News has built for its exclusive use a new building, constructed at a cost of \$2,000,000, said to be the finest newspaper home in the United States.

The News was founded by the late James E. Scripps, in 1873. The present president is George B. Booth.

The event of the opening of this magnificent building, magnificently equipped and appointed, led the Editor and Publisher, New York, to issue a special supplement to its regular issue of October 20, descriptive of the structure from various angles of interest.

Canadian publishers planning a new home for their newspapers should make themselves familiar with what the Detroit News has done.

MODEL TOWN FOR CANADA

CANADA'S first model town will be built on the Upper Ottawa. A site overlooking Lake Temiskaming has been laid out according to modern principles of town planning by the Commission of Conservation, through its Town-planning Adviser, Thomas Adams, who has acted as consulting engineer. Building operations will be started shortly by the Riordon Pulp and Paper Co., who are to erect a large sulphite mill and paper plant nearby and for the accommodation of whose employees the town is intended.

A contour map showing the levels of the site was first prepared and the streets were then laid out so as to secure easy grades, directness of route, and absence of sudden deflections. If the usual method of rectangular survey had been adopted, the most important streets would have had grades of from 10 to 18 per cent., but, under the plan, the maximum grades have been reduced to 3 and 5 per cent. in most cases, with a maximum of 8 for short lengths.

Before any buildings have been erected the line of each street has been blazed through the forest so as to fix the best street locations and to secure the best aspects for the dwellings. Areas are being set aside for open spaces, social centres, churches, schools, etc., in advance. The main approach to the town will be by a street, 80 feet wide, passing through a square on which the stores and public buildings will be erected.

It is proposed to make the town a model of its kind, as it is recognized by the promoters that healthy and agreeable housing and social conditions are of vital importance in securing efficiency of the workers, and that large employers of labor have a direct responsibility in providing proper living conditions for their workers.

SERVICE THE GREAT IDEA

STEADILY the ranks of printers giving real service to customers and building their present and future business on this idea are increasing. PRINTER AND PUBLISHER receives frequent evidence that Service is a good order-getter. Service gets a proper price, and is more powerful in the end than cut prices. In this connection the following letter from E. H. Hebel, mana-

correspond with it in general style and appearance. They should be equally well adapted to the reader.

"A well-prepared letter on good paper demands the use of attractive enclosures. Too often the concern, in a sudden fit of economy, decides to dispense with elaborate enclosures and puts in something cheap and unpleasant to the eye. This is not true economy. Lack of harmony be-

average quality of work, average 16-lb. stock, average composition, etc. If the work is above the average in any detail higher prices should be estimated or charged.

The scale covers memo. heads, letter-heads, billheads (provided the ruling is taken into proper consideration, either in the cost of stock, as in ready-ruled billheads, or an additional cost—with profit—over and above cost of stock), and the scale may also be made to cover simple circulars, hand bills, etc., provided always the extra work—if any—is given consideration.

Printers who sell their product along the lines of this scale will invariably make a profit—not large, but real. The table deserves close study.

GOLD TISSUE LEAF

GOLD tissue leaf is an untarnishable leaf which is rapidly displacing real gold leaf for all forms of gold blocking, and has already been adopted by practically all the leading bookbinders and gold blockers in this country. The high price and difficulty in obtaining supplies of real gold have added considerably to the troubles which bookbinders have to contend with as the result of the prohibitions and restricted imports of materials.

Gold tissue leaf not only serves practically all the purposes for which gold leaf has hitherto been employed, but also effects a very great saving in cost, an important point that will appeal to all interested in the bookbinding and gold blocking trades.

THE MODERN BIBLE

A TRAVELING salesman found himself in a village hotel dining room when a heavy downpour of rain set in. Addressing the waitress, he remarked: "It looks like the Flood."

"Like what?" the girl inquired.

"Like the Flood. You have read of the Flood and how the ark landed on Mount Ararat, haven't you?"

"No, sir. I haven't seen a newspaper for three days," confessed the waitress.

LETTERHEADS, BILLHEADS, STATEMENTS, ETC.

Stock Costing per 1,000	250 or less	500 or less	1,000 per 1,000	2,500 per 1,000	5,000 per 1,000	10,000 per 1,000	Add. per 1,000
\$0.25.....	\$2.25	\$2.60	\$3.35	\$1.90	\$1.70	\$1.60	\$1.50
.50.....	2.55	3.00	3.70	2.25	1.80	1.75	1.70
.75.....	2.65	3.15	4.15	2.60	2.30	2.20	2.10
.80.....	2.70	3.20	4.20	2.65	2.35	2.30	2.20
.85.....	2.70	3.25	4.25	2.90	2.55	2.40	2.30
.90.....	2.70	3.30	4.30	3.10	2.70	2.45	2.35
1.00.....	2.75	3.35	4.40	3.35	2.85	2.50	2.40
1.10.....	2.80	3.40	4.50	3.40	2.95	2.60	2.45
1.20.....	2.80	3.45	4.60	3.50	3.05	2.70	2.50
1.30.....	2.85	3.50	4.75	3.60	3.15	2.80	2.60
1.40.....	2.90	3.55	4.85	3.75	3.30	2.95	2.75
1.50.....	2.90	3.60	5.00	3.90	3.45	3.10	2.90
1.75.....	2.95	3.80	5.35	4.20	3.75	3.40	3.20
2.00.....	3.05	4.00	5.70	4.50	4.05	3.70	3.50
2.25.....	3.15	4.15	6.00	4.80	4.35	4.00	3.75
2.50.....	3.20	4.25	6.25	5.10	4.65	4.30	4.10
2.75.....	3.30	4.40	6.60	5.40	4.95	4.60	4.40
3.00.....	3.40	4.55	7.00	5.70	5.25	4.90	4.70
3.50.....	3.45	4.70	7.40	6.30	5.85	5.50	5.30
4.00.....	3.50	4.95	8.00	6.90	6.85	6.10	5.90
4.50.....	3.60	5.25	8.60	7.60	7.15	6.80	6.60
5.00.....	3.75	5.50	9.30	8.30	7.90	7.50	7.30
Add for colored ink.....	.30	.35	.40	.20	.15	.15	.10
Add each additional color.....	2.00	2.25	2.50	1.75	1.50	1.25	1.00
One line only, second color.....	1.25	1.45	1.75	1.50	1.25	1.00	1.00

WE INVITE YOU TO INSPECT OUR PLANT

so that you may be able to judge for yourself that we have one of the most up-to-date plants in the West for Commercial Printing.

With our complete plant we are in a position to give our customers the best Service

In the City and guarantee satisfaction on all orders placed with us.

Try us with your next order and be convinced that the word SERVICE means a saving to the busy Merchant or Professional Man.

Our Phone No. 1-453

Our Address is 111 Tenth Street

E. H. HEBEL
Manager

The Service Press

BRANDON
Manitoba

Blotter issued by The Service Press, Brandon. Surfaced stock used was robin's egg blue, principal text in a deeper blue ink. The word "Service" and rule-work were in a cerise red. Altogether a pleasing bit of work.

ger of the Service Press, Brandon, is interesting. The blotter sent by Mr. Hebel is herewith shown.

The Editor:

I am enclosing a blotter issued by the Service Press. I believe that the word "Service" means a lot to the buyer of printed matter, and am pleased to note a number of printers are making it the standard in advertising.

It will be a boon to the buyer of stationery for his office or establishment if he knows that when he places a job it will be completed on time and delivered when promised, and it will also help to increase the business of the printer who will keep up his end of the bargain, as one satisfied customer is good advertising for the printer, the same as a satisfied customer of any store is to the proprietor, as it is service the people want in these times.

Edger H. Hebel, Manager.

ENVELOPE ENCLOSURES

MR. HOTCHKISS, in *Business Correspondence*, says: "The majority of concerns do not pay enough attention to enclosures and supplementary material. Their uses are almost innumerable.

"With the acknowledgment of an order it is sometimes useful to send a folder which reawakens in the reader's mind the interest he showed when he gave the order. Even with collection letters a little business story or anecdote sometimes serves to keep the debtor in good humor and gives the letter a better chance to get in its good work. But it is with sales letters or follow-up letters that the enclosure has its greatest value. It does not serve as a substitute for the personal message in the letter itself, but it helps greatly in enforcing the message.

"The cost of good printing is so low that there is no excuse for not making a full use of this important kind of supplementary material.

"To reach the highest degree of effectiveness, enclosures should be related as closely as possible to the letter, and should

tween the enclosures and the letter itself has been responsible for the failure of more than one good sales letter. . . . Each piece of material enclosed with the letter should have a definite purpose."

* * *

In the above is good counsel. Printers have a vast field, rich in potential rewards, right at their feet.

A VERY HANDY SCALE

HERE's a handy scale, built up on actual records, not to fit the case where the printer is determined to get the job—with or without profit—but to help determine actual selling values. The scale is for

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

Hand-set newspapers are somewhat rare in B.C. There are only two of them in the entire Kootenay-Boundary country.

J. A. Johnston, editor of the *Revelstoke Review*, was appointed government agent at that city last month. Walter Jordan succeeds him in charge of the paper.

L. D. Taylor, formerly with the *Vancouver World*, and until a few months ago owner of a paper at Fort George, has just launched the *Weekly Critic* at Vancouver.

F. M. Christian, who edited the *Cranbrook Prospector* until the time of its ceasing publication three years ago, is dead at the age of 37 years. He was buried at Winnipeg.

The passing of the *Hedley Gazette* a few weeks ago makes an even 27 papers that have ceased publication in the province since the outbreak of war. Of these at least four were dailies.

The coast war veterans are starting a weekly paper at Vancouver this month, to be known as the *War Veterans' Review*. So far as men are available returned soldiers will be employed in every department.

The *Trail News* celebrated its twenty-third birthday early in October. This paper has the distinction of having been published continuously in the building occupied at its inception.

Lieutenant Frank Dunn, son of Robert Dunn, a former editor and later manager of the *Victoria Daily Times*, has been killed. Lieutenant Dunn was a former sporting editor of the *Victoria Colonist*.

Mr. Yokum, city editor of the *Nelson Daily News* for the past year, has signed on for active service with the Royal Flying Corps. Size of staff considered, it is safe to say that no other paper in the Dominion has furnished more overseas fighting men than the *News*.

J. Roy McLennon, who for the past year and a half has been editor and chief of the Publication Branch of the Department of Agriculture in Victoria, which published *The Agricultural Journal*, has resigned to become assistant editor of the *Great War Veterans' Magazine*, which is being got out in Vancouver. Roy went overseas with the first contingent and was wounded while at Festubert. He is an ex-Vancouver *Province* newspaperman.

The name of Lieut. P. D. MacClure McLagan, Vancouver, has appeared in the casualty list among the killed in action. He was the younger surviving son of the late J. C. McLagan, who, in company with the late Mr. Innes, published the *Guelph Mercury* for several years, and afterwards engaged in Western Canadian journalism, finally establishing the *Vancouver World*. Lieut. McLagan was a transport officer.

ALBERTA

J. H. Salton, of the *Clive News-Record*, is also running the *Mirror Journal*.

The *Coronation Review* is advancing its subscription rate to \$1.50 on December 1st.

The *Camrose Canadian* is conducting a voting contest with two automobiles as the chief prizes.

The *Red Deer News*, the *Red Deer Advocate*, and the *Lacombe Globe* will have new model 19 linotypes in operation this month.

Geo. P. Smith, M.P.P., editor of the *Camrose Canadian*, has been appointed Provincial Secretary in the new Stewart government. This makes two editors members of the cabinet.

"Prof." Francis, now in the hotel card advertising business, is covering the C. & E. line south from Red Deer with temporary headquarters at that place.

The *Big Valley News* has resumed publication after being closed down a month while the proprietor, Mr. Oke, acted as engineer on a threshing machine.

Chas. Roulston, of the *Gadsby Observer*, was married in Calgary in October, and claims in his paper that "married life is great." He did not issue his paper for a couple of weeks in order to take his honeymoon.

The *Western Standard*, of Calgary, is publishing a branch paper at Drumheller, known

as the *Drumheller Standard*. This is the sixth or seventh paper that this company publishes in the smaller towns in the Calgary district.

The installation of a model 19 linotype in the office of the *Red Deer News* enables the operator to set up enough type for both the *News* and the *Advocate*, a method of co-operation which should be imitated by many papers in the West for mutual profit and better service.

The *Rocky Mountain House Teller*, which was to have taken the place of the late lamented *Guide*, did not make its appearance on Oct. 4, as promised. It was to have been re-established by a Calgary *Albertan* reporter, but it is believed his roseate anticipations of \$40 a week profit were somewhat shattered by the cold facts presented by one Esdale, of Edmonton, who met the young newspaper man on the train. Mr. Fawcus, the last manager of the *Guide*, is now linotype operator at the *Red Deer News*, while J. D. Skinner, the proprietor, is running a job plant in Edmonton.

Robert J. C. Stead, the bard of the prairies whose verse has ever been popular and whose Western novels are becoming even more so, has published a book of his verse entitled "Kitchener and Other Poems." The collection is headed with that immortal ode to Kitchener which was written on the night of Kitchener's death, and which was circulated over the wire of the Western Associated Press. This poem was widely copied throughout the empire, and was highly commented upon in London. The book includes other verse more recently from Mr. Stead's pen, among which is to be found many war poems of a stirring character. Mr. Stead is a Western newspaper man, his first newspaper work in Alberta being done for the *Calgary Herald* some years ago.

SASKATCHEWAN

Rev. John Pate has purchased the *Miniota Herald* from R. Oliver.

The *Observer* is the name of a new weekly publication now being issued at Pennant, Sask. S. Godwin is the proprietor, and W. J. Godwin, manager.

Geo. M. Wilson is the new manager of the *Community News* at Mossbank. This paper is owned by J. V. Comstock, who also publishes the *Magnet* at Aneroid, Sask.

C. A. Cooke has retired from the business of publishing the *Weyburn Review*, after three years of it. The business will be continued by T. M. Marshall.

Private Geo. W. Grose, whose name appeared in the casualty list recently as having been wounded, is on active service again. Private Grose was a member of the *Regina Leader* reportorial staff.

M. D. Geddes has succeeded C. W. Peterson as editor of *Farm and Ranch Review*. Mr. Geddes has been associated with this publication for several years as advertising manager, and Mr. Peterson has assumed the position of assistant to the Federal Fuel Controller.

The vacancy in the Saskatchewan Cabinet created by the entry of Hon. J. A. Calder into the Union Government at Ottawa has been filled by the appointment of Samuel John Latta, M.P.P., for Last Mountain, and editor and proprietor of the *Govan Prairie News*, as Minister of Highways.

MANITOBA

The *Winnipeg Telegram* is conducting an automobile contest of the voting class.

Mr. Turnquist, formerly on the *Winnipeg Telegram*, is now on the advertising staff of the *Free Press*.

Jno. M. Pratt, of Allan, Sask., succeeds W. E. McTaggart as circulation manager of the *Grain Growers' Guide*, Winnipeg.

F. H. Flint, advertising manager of the *Saturday Post*, is now advertising manager of the *Winnipeg Telegram*. The *Saturday Post* has ceased publication.

Knox Magee who for some time has been editor and general manager of the *Saturday Post*, is now the managing editor of the *Winnipeg Telegram*.

The *Nor'-West Farmer* is conducting another automobile contest. Competitors guess the number of the kernels of wheat in a jar. A subscription entitles one to a guess. This contest proved a winner with the *Farmer* last year.

The *Grain Growers' Guide* has moved into new offices on Vaughan street, Winnipeg. The *Public Press* will not move for two weeks yet, but the presses are being gradually transferred while the two new Miehle's are being installed.

Thos. Bell, who for some time has been Western manager for A. McKim, Limited, has resigned to go into the commission business. He represents a number of Eastern manufacturers in the West. He is succeeded by F. Pratt Kuhn, of the Montreal office.

Coming from California, where for the past six years he has been a resident of Sacramento, Randolph O. McGougan, telegraph and city editor of the *Sacramento Bee*, came back to his home town, Winnipeg, to enlist. Mr. McGougan, before leaving for California, was a member of the *Telegram* reportorial staff.

The *Morris Herald* is up against a serious problem in the way of labor and its weekly appearance is a matter of much concern and uncertainty to its proprietor, A. E. Code. The *Herald's* staff enlisted in the American army last month and Mr. Code has been unable to replace him since. Printers are even scarcer in the country than farm help.

W. E. McTaggart, circulation manager of the *Grain Growers' Guide*, Winnipeg, has resigned to join up. Mr. McTaggart has repeatedly been rejected by medical boards in nearly every Western city, but has at last managed to get by the doctors. Before going with the *Guide*, Mr. McTaggart was Fruit Markets Commissioner with the British Columbia Government and previous to that was on the staff of the *Vancouver Daily Province* where he served his apprenticeship in the publishing business, confining his work to the editorial side principally.

A. J. Massie, has resigned from the staff of the A. McKim, Limited, Winnipeg office, to establish the A. J. Massie, Limited, general advertising agency. Mr. Massie has offices in the Merchants Bank Building and is now placing quite a number of well known Western accounts. Before coming to Winnipeg Mr. Massie was for five years with the *Toronto Globe*, but the West called him in 1907 and until 1913 he was with the *Winnipeg Telegram*. In that year he went with the *Free Press* and latterly acted as advertising manager prior to 1915, when he joined the A. McKim, Limited, Winnipeg office. Mr. Massie has applied for recognition by the Canadian Press Association.

ONTARIO

The *Durham Chronicle* has raised its price to \$1.50.

Daniel J. Naftel, father of Walter Naftel, editor of the *Goderich Star*, is dead.

Lieut. Bert Perry, for years sporting editor of the *London Advertiser*, is reported missing.

Angus Whitehead, formerly of the *Times-Journal* typographical staff, is now with the *Manitoba Herald*.

Mrs. Houston, wife of William Houston, of the Board of Education and the *Toronto Globe* editorial staff, is dead.

R. H. Davis, former publisher of the *St. Mary's Argus*, has purchased the *Uxbridge Times*, and will shortly take possession.

The *Fort William Times-Journal* is installing electrical pots on their battery of type-setting machines—these will be of the latest design.

James T. Troyer, for a number of years in charge of the C.P.R. wires in the office of the *Toronto Daily News*, has been appointed C. P. R. agent at Guelph.

George H. Fowler, late of the composing room of the *Guelph Herald*, has accepted a position of a like nature with the *Fort William Times-Journal*.

A. H. Ilsey, formerly with the J. H. Ashdown Hardware Co. of Winnipeg, in its Calgary field, has joined the Montreal editorial staff of *Hardware and Metal*.

Samuel Charters, former Conservative member of the Ontario Legislature and publisher, with his son, of the *Brampton Conservator*, is receiving support of both Liberals

and Conservatives as candidate for Peel in the Federal election.

The Mt. Forest *Confederate* has installed a model 15 linotype at a cost of \$2,200. Editor Wright has taken this means of overcoming the scarcity of labor.

Elmer F. Lambert has severed his connection with the Mt. Forest *Representative* and has gone to Toronto where he has a position with the British Colonial Press Agency.

W. L. Argue of the Toronto *Star* was elected to the Board of Directors at the closing session of the International Circulation Managers' Association held last month at Atlanta.

James McLeod, editor of the *Almonte Gazette*, lately originated a new special prize at the Almonte fair. It is nothing less than a premium for the best walkers among horses.

At a meeting of the Women's Press Club Mr. Alfred Buckley, an English journalist, gave an interesting talk of Fleet street, and in the course of references on journalistic work emphasized the advantage to the writer and to the public of signed articles.

Isaac Bainbridge, editor of *Canada Forward*, a Socialistic organ, charged with spreading reports calculated to injure recruiting, was allowed bail of \$1,000 on this charge and also on a second charge of seditious libel.

G. L. Lemon, who for the past two years has been connected with the contract advertising department of the Hamilton Advertising Agency, has returned to Toronto, whence he came, and has accepted a position on the staff of the Advertising Service Co. of Toronto.

A. V. Burr, formerly with the Westinghouse testing department, in Hamilton, has joined the editorial staff of the MacLean Publishing Co.'s technical papers—*Canadian Machinery*, *Power House*, *Canadian Foundryman* and *Marine Engineering of Canada*. Mr. Burr is a McGill University graduate.

William C. Colgate has been made editor of *Economic Advertising*—this in addition to his duties with the Norris-Patterson Advertising Agency, Toronto. He succeeds James H. Imrie, who has gone to the advertising department of R. S. Williams & Sons, piano makers and dealers, Toronto.

Private Ed. Stephenson, who recently wrote from the fighting line expressing his willingness to be a candidate for the House of Commons in the forthcoming election in South York, has been wounded in the latest advance. Before joining the colors Pte. Stephenson was a compositor in the Toronto *World* office.

Rev. Dr. J. A. Macdonald, of the Toronto *Globe*, has been ordered out of Canada for six months by his physicians. After twenty years of strenuous journalistic work he is feeling the strain. He leaves very shortly for Japan, with his wife and daughter, and will be gone possibly for a year.

Captain George T. Scroggie, officer commanding the Eaton Motor Machine Gun Battery, has been wounded in the thigh. Since he went to France in April, 1916, he has achieved some distinction. He was mentioned in despatches, promoted and given his present post. Capt. Scroggie is a son of George E. Scroggie, of the *Mail and Empire*.

Major Jaffray Eaton, of the Fourth Canadian Mounted Infantry, grandson of the late Senator Robert Jaffray, president of the Toronto Globe Printing Co., has been killed in action. Shortly after graduation from Toronto University he joined the staff of the Toronto *Globe* and was chosen as its representative on the executive of the Toronto Press Club.

The Northumberland Paper & Electric Co. Campbellford, had a serious fire last month in its paper mill. The plant is a new one and was of the most approved fire-resisting construction. The operation of the mills has not been interfered with in any way, as the buildings in which the machinery is located were untouched.

Testimony to over twenty-five years' good service as Secretary-Treasurer of The Globe Printing Company's Employees' Benefit Society was given last month, when the members presented Thos. Jeffery with an arm chair and a pipe. The presentation was made by H. V. Ferguson, who read an address complimenting Mr. Jeffery on his conduct of the

affairs of the society and expressing regret at his retirement.

Stewart Lyon, managing editor of the Toronto *Globe* and late official correspondent to the Canadian Press Association in France, addressed the Toronto Press Club at a luncheon at the Carls-Rite Hotel, on November 1, at 6 p.m. This was Mr. Lyon's first public appearance since his return to Canada.

Arthur Hawkes, the well-known journalist of Toronto, gave an address on "The press's fight for democracy, past and present." at the Ottawa People's Forum last month. The press's fight for liberty and democracy down through the ages was outlined by Mr. Hawkes, who told of the persecution of newspaper publishers both in England and in Canada in the days when it was a crime to express public opinion.

Christopher Blackett Robinson entered on his eightieth year this month. He has resided for the past fifteen years in Ottawa, and is still active in mind and body. His journalistic career began in 1857 on the *Beaverton Post*. A dozen years later he started the *Canada Presbyterian* in Toronto, and he was also the founder, proprietor and editor of *The Week* while it was in existence.

James Porter McEwen, of Windsor, and court crier of Essex county from 1872 until two years ago, is dead. His great-grandfather was General Benedict Arnold. The late Mr. McEwen was a son of John McEwen, the first station agent of the Great Western railway in Windsor, who in 1855 founded the Windsor *Herald* which he conducted until 1856.

O. J. McIntosh, of Science Hill, Ont., is a prisoner of war. In this announcement is revealed the fact that a former Stratford man who was believed to have been killed in action, is safe in Germany. Oliver J. McIntosh was for some time advertising manager of the Stratford *Herald*, later going to Winnipeg, where he enlisted. Some months ago letters from comrades related that the young soldier had been seen to fall in action, and it was feared that he had been killed and buried by exploded shells.

Andrew D. McKenzie, business manager of the St. Thomas *Times* for several years, left last month for Sarnia, where he becomes vice-president and managing director of the company organized to publish the Sarnia *Canadian-Observer*, a daily newspaper which is to take the place of the Sarnia *Observer* (daily) and the Sarnia *Canadian* (weekly). Associated with Mr. McKenzie in the ownership of the new paper are W. M. Lawrey, of Petrolia, who becomes secretary-treasurer, and Leslie Macadam, late of the *Canadian*, who will be president and managing editor.

Following the retirement of E. C. Rogers to become business manager of the Washington *Times*, Alonzo T. Macdonald has been appointed general manager of the Washington *Herald* by Clinton T. Brainerd, publisher. Mr. Macdonald for several years past has been associated with the management of the Toronto *News* and the *Globe*. Although Mr. Macdonald is a Canadian, a native of Stratford, he has been engaged in newspaper work principally in Chicago, Denver, New York and Louisville, Ky. He was managing editor of the New York *Daily News* during Frank A. Munsey's ownership and later was managing editor of the Louisville *Herald*. He was one of the first men in the United States to write a "feature column" for a newspaper. At other times Mr. Macdonald was with the Chicago *Daily News* and the Denver *News*, and was also associated with A. C. Woodward in the publication of the Chatham *News*. In 1915 he was made assistant general manager of the Toronto *News*, and he later became general manager, resigning in June of this year. Since then he has been with the Toronto *Globe* as day managing editor.

George W. Yates has been appointed private secretary to Premier Sir Robert Borden. Mr. Yates will succeed A. E. Blount, who has been appointed clerk of the Senate. He will assume his new duties at once. Mr. Yates started in the newspaper business in London, and was for many years a reporter on the *Advertiser*. Later he went to Toronto, where he engaged in similar work. When Hon. E. J. Davies was minister of crown lands in the Ross Government, Mr. Yates

was named his secretary. When a change of Government took place, Mr. Yates was transferred to Hon. Frank Cochrane, who also held the post of minister of crown lands.

In 1911, following the fall of the Laurier Administration, Mr. Yates accompanied Hon. Frank Cochrane to Ottawa, where he became secretary to Mr. Cochrane as minister of railways and canals. He has held this position ever since. The Union Government has been consummated, and Mr. Cochrane has taken another position. Mr. Yates as a result of the change will become secretary to Sir Robert.

QUEBEC

Fire last month did damage to the Quebec *Chronicle* office.

Flight-Lieut. E. W. Desbarats, Royal Naval Air Service, recently reported as missing, is a prisoner in Karlsruhe, Germany. His father is E. S. Desbarats, of the Desbarats Advertising Agency.

The marriage took place last month of Hew Trill, former secretary of the Legislative Press Gallery and now of the Gazette Printing Company, Montreal, to Miss Eve Corker, until a few months ago secretary to Dr. A. H. Abbott, of the Organization of Resources Committee.

Bernard K. Sandwell is delivering a course of lectures on journalism to the students of McGill University, Montreal.

"Bilingualism and Business" was the title of an address delivered at the luncheon of the Montreal Publicity Association last month by C. E. A. Holmes, editor and manager of the magazine *Publicity*.

The Herald Press and Direct Advertising Agency, Montreal, would seem to be contemplating entry to the general agency field. This suspicion is based on its enquiry for rates, etc., and from its now uttered statement.

The College of Surgeon Dentists of the Province of Quebec at its annual meeting last month voted almost unanimously in favor of abolishing the rule prohibiting newspaper advertising by dentists. The motion must now be passed on by the board of governors.

William Pike Osborne, editor-in-chief of the Quebec *Chronicle* and Clement Henchey of the editorial staff were drowned last month at Lake St. Joseph, where they had gone on a hunting expedition, while John A. Jordan, for twenty-five years editor-in-chief of the Quebec *Telegraph*, passed away at the age of seventy-four years after a long illness.

L. J. Tarte, President of La Patrie Publishing Co., told the Win-the-War Electoral Association of Westmount-St. Henri at a meeting that, in his opinion, the French-Canadians were coming into line. He said he believed that his compatriots would not only give an excellent account of themselves in supporting a win-the-war candidate, but also would send a large number of recruits to the front under the provisions of the Military Service Act.

MARITIME PROVINCES

Gordon Ferris has joined the reporting staff of the St. John *Standard*.

Percy Long, printer with the St. John *Times-Star*, has enlisted in the 9th Siege Battery.

Thomas Edward Mantle, a member of the staff of the St. John *Standard*, has been reported wounded in the arm and shoulder.

J. Frank Quinn, late of the Chatham *Gazette*, has opened a printing office and will publish the Miramichi *News* of Chatham, N.B.

F. J. Nash, managing editor of the Charlottetown *Patriot*, has been advised that his son, Lieutenant F. M. Nash of the Royal Flying Corps, is missing in France.

St. John newspapers will be affected but little by the operation of the Military Service Act as nearly all the men of military age qualified for overseas service already are at the front.

Lieutenant Alexander Thorne, former despatch editor of the St. John *Standard*, has recovered from wounds received at the front and has successfully passed his examinations to qualify as company commander.

George M. McDade, who has been a member of the writing staff of the *St. John Standard* and who, before studying law, was editor of the *North Shore Advocate*, has resigned and has opened a law office in Chatham, N.B.

James Dibb, foreman of the Royal Print & Litho bindery, Halifax, was seriously wounded while hunting big game. He was mistaken for a moose by a member of another hunting party.

Frank X. Jennings, of the writing staff of the *St. John Times-Star*, who enlisted in the ranks of the first ammunition column to leave St. John and afterwards was promoted to the rank of Quartermaster-Sergeant, has been awarded a commission.

William O. McInerney, who was prominent in New York newspaper circles and who, at the time of his death was a special writer for the *Sun*, was a native of New Brunswick and a member of a family which has been prominent in the public life of the province. His body was brought back for interment in the family lot at Rexton.

Alexander McMillan, head of the printing and publishing house of J. & A. McMillan, Ltd., St. John, who recently was decorated by His Majesty the King with the insignia of the D.S.O., has been promoted to the rank of lieutenant-colonel and has been appointed to the staff of one of the Canadian brigades at the front. He went overseas as a lieutenant, but his outstanding ability soon received recognition and rapid promotion followed.

A press club has been organized by reporters of the four daily papers in St. John, N.B. The prospective members met on Saturday evening, October 13, for dinner and then proceeded to business. Temporary officers were elected as follows: President, James H. Conlon; vice-president, W. E. McMonagle, and secretary-treasurer, Frederick D. McGuire. Another meeting for permanent organization will be called by the temporary president. St. John reporters at the front will be made honorary members.

NEWFOUNDLAND

Barnes & Co., of St. John's, are installing a new power cutter.

Geo. Roberts, formerly editor *Twillingate Sun* has been appointed to the Newfoundland Department of Public Works.

Hon. Dr. McGrath, editor *St. John's Evening Herald*, who has been on an extended trip to Canada and United States, has returned home.

Dr. Mosdell, formerly of the *St. John's Daily Star*, went to Toronto early in October to take up his new duties with the *World* of that city.

Mr. Wall, representing Carter, Rice & Co. of Boston, spent a couple of weeks in Newfoundland in October booking business for his company.

Gray & Goodland of St. John's are adding to their job printing plant, and are about to have some alterations made to their premises.

The Mark, a religious magazine, published by Rev. Mr. Bailey of Bonavista, has suspended publication but will re-appear in the very near future.

Mr. Howard, one-time city editor of the *New York World*, is now in Newfoundland, having arrived at Curling on 21st. Mr. Howard will visit St. John's and some parts of Notre Dame Bay before returning to his home city.

J. Evans of St. John's proposes publishing a book relative to the part Newfoundland has taken in the war. Considerable amount of the stock has already been procured. It is stated that several other books are being mooted.

Miss Mabel LeMessurier, editor and publisher of the *Distaff*, a patriotic publication which first made its appearance about ten months ago, was married on October 17, to Llewellyn Jones, son of the Lord Bishop of Newfoundland.

The story of two brothers who were fighting side by side, one of whom was shot and whose dying words were a cry to his brother to "carry on," has appeared in the public press. The actors were Lieut. Ralph

Herder and his brother, Harold, sons of the editor of the *St. John's (Nfld.) Telegram*. Both enlisted as privates in the First Newfoundland Contingent. Harold has been killed.

The staff of the *St. John's Daily Star* tendered a farewell dinner to Dr. Mosdell, the retiring editor, on the eve of his departure to Toronto, where he is taking up duties on the editorial staff of the *Toronto Globe*.

E. J. Goodland, of the firm of Gray & Goodland, St. John's, Newfoundland, has been appointed Newfoundland representative for the American Type Founders Co. Mr. Goodland has had extensive experience in the printing trade and his knowledge gained therein will no doubt stand him in good stead in his new capacity.

The *Western Star* of Curling in a recent issue announced that its manager, A. L. Barrett, had volunteered for the Newfoundland Regiment. Mr. Barrett spent some three weeks in October visiting various places between Curling and St. John's, and it was while at the latter city that he offered his services for the army. He already has three brothers in the service of the Empire, two with Canadian forces and one with the Newfoundland Forestry Companies, the latter acting as correspondent for the *Western Star*.

The Dead

Maurice D. Lynch is dead. Deceased was born at Belleville. When a young man he left Belleville and for a number of years had been residing in Chicago, and with his brother, the late Thomas Lynch, published a paper entitled the *Chicago-Bellville News*.

Robert K. Lovell, of the well known publishing house of John Lovell & Son, Montreal, died last month, aged 67. He was the eldest son of the founder of the printing establishment, the late John Lovell, and was born in Montreal.

William O. McInerney, active in newspaper work in New York for a score or more years, is dead. Mr. McInerney did practically all of his newspaper work on the *New York Evening World* and the *Evening Sun*, being on the staff of the latter paper at his death. He went to New York originally from Canada.

Dr. Frederick Henry Sykes is dead at Cambridge, Mass. Dr. Sykes was the son of the late James Sykes, who drove the first railroad engine to leave the city of Toronto. Dr. Sykes' chief work was his publications. Sykes' Elementary Composition has been largely used in almost if not quite every province in Canada. This same work in an extended form became later one of the most widely-used educational books in the United States. At the time of his death he was engaged in the editing and annotating of a new edition of Shakespeare's plays. In 1900, Dr. Sykes married Miss Louise Ryckman, B.A., daughter of the late Rev. Dr. Ryckman, one of the prominent ministers of the Canadian Methodist Church.

General

The most amazingly speedy newspaper telegraphist in the world was recently killed in a motor accident. In 1898, in a competition in Madison Square Garden, New York, he achieved a speed of 345 words in five minutes, a record which has never been equalled. For the last 25 years Mr. Conkling divided his time between newspaper and brokerage offices. One of his greatest feats was while employed by the *New York Sun* in 1908 to wire reports of the National Democratic Convention. He kept up an average of 3,000 words an hour for several hours.

F. W. Keogh, editor of *American Industries*, New York, has been visiting Canada, representing the National Association of Manufacturers of the United States, to study methods used here for restoring crippled soldiers and sailors to positions of independence in the industrial community. He thinks he can obtain the desired information in Canada without going to France and England to study the subject.

Book Reviews

THE JAPAN MERCANTILE AND MANUFACTURERS' DIRECTORY

Published by the Far Eastern Advertising Agency, Kobe, Japan, 800 pages.

The preparation of this useful and very well produced directory surely involved an enormous amount of work. It aims to list the various goods manufactured in Japan for export to foreign markets, and the firms through whom these goods can be purchased. This is the first time a work of this nature has been prepared for Japan. As a presentation of the industrial and commercial development of Japan this work has great interest; and since Canada's trade with Japan is growing rapidly the directory will have real value to Canadian importers and exporters. The information is conveyed in the preface that it is advisable to write the Japanese characters as well as the English on the envelope in order to avoid delays. Accordingly the names of firms listed are given in Japanese characters as well as in English. The enterprise of the publishers has been made possible by generous advertising support.

THE NATIONAL PRINTING EDUCATOR

Published by John A. Webster, Cleveland. This occasional publication has the education of the printer as its chief object, and its contents in the main relate to its principal theme. In itself, physically, the *National Printing Educator* aims to be a perfect example of good printing. With the September number this attractive and useful publication entered on its fourth volume.

THE *Weekly Scarab* is the house organ of the East Technical High School of Cleveland, O. It is issued and edited by the pupils of the English department, and printed by the boys of the print shop of which the head is John A. Webster. The issue is creditable from every point of view. One would like to see a similar publication produced by the Central Technical School of Toronto, which has a printing department.

PRINTOLOGY—The house organ of The Stovel Company Limited, Winnipeg.

The copy that has come to PRINTER AND PUBLISHER is the Overseas Edition. These Overseas issues of *Printology* are published for and circulated amongst Stovel Company employees on active service—the desire being that interesting home news may be supplied in a convenient form. They are a very fine idea. *Printology* is an eight-page, 6 x 9 publication—a plain business-like affair, there, being no attempt made to adorn it with color or art work. Illustrations are used. It is just a little newspaper bound to be welcomed by the Stovel men overseas.

AGRICULTURAL RELIEF FOR THE ALLIES—an address on a recent visit to England and France by Dr. James W. Robertson of Ottawa to the Dairymen's Association of Eastern Canada—has been issued in pamphlet form, for wider distribution.

The *Calgary Herald* has issued a booklet from a useful bit of propaganda literature entitled *Alberta, An Expanding Market*. The booklet is very meaty and is well and attractively illustrated.

ANNUAL REPORT OF THE CANADIAN PRESS ASSOCIATION, Nov., 1917—This year's report has been distributed. The report is attractive in the matter of its dress, the job this year was done by the Kingston *British Whig*. The by-laws of the association and names of members are incorporated. The report itself is valuable for its information.

THE *Lutheran Witness*, St. Louis, published on October 16, a Jubilee number, to commemorate the 400th anniversary of Martin Luther's birth. The issue was both attractive and informative.

GIVING LETTERS LIFE AND DECENT DRESS is the title of a booklet by Louis Victor Eytinge, issued in Canada by the Mortimer Company, Ottawa. It is made to underscore the idea that the Mortimer Company can produce superior letter heads. In itself the booklet is a firm example of tasteful printing, and the subject matter first class.

PRINTERDOM

TRADE NOTES

Winter rollers are now engaging the attention of the roller makers.

An important announcement by one of the big press companies in the way of automatic feeders may be expected shortly.

The Howard Smith Co. will make Progress Bond exclusively in their new mill. A good selection of colors is announced.

American paper travelers are finding a good demand in Canada for the lower-priced bonds. The prices have dropped a cent or two.

The situation in the job trade has improved wonderfully in Toronto this fall. At the end of the summer, a considerable number of compositors were out of work temporarily. The big catalogues are partly responsible for the improvement.

The Rolland Paper Company, Montreal, are sending out samples of Canadian Linen Bond, next in quality to the Superfine Linen Record, made by this company. The manner of issuing the specimen sheet—reproduction of letter heads of well-known Canadian firms—is both pleasing and convincing.

There have been several inventions to supplant string as a "tie-up" for the make-up type page or job. On another page, an advertiser announces that you can test his invention for a few cents. The trial offer is easy and cheap, and it is said by those who have used it, that the invention is a success.

The ink-makers are now using American made dyes. The colors are just about as good as they ever were when European dyes were used, and in some colors are better. The war has forced North America to do many things that were formerly done in Europe. And in that way, at least, the war is a benefit.

The Welland *Tribune* office has installed a new automatic Chandler-Price job press. This press has a capacity of 3,000 impressions an hour. It feeds, delivers and jogs up its own work.

The committee on apprentices have in preparation courses of instruction in cost finding, accounting and administration, in addition to those announced as in readiness. These will be available in the near future.

At the regular meeting of the Toronto Typographical Union last month, the president was instructed to appoint the Union's representatives on two joint apprentice committees for newspapers and job offices, and report the names at the next meeting. The members will be asked to vote on a proposal to increase, on a graduated scale, the salaries of the president and secretary-treasurer of the International Union from \$3,500 to \$5,000 a year.

CRAIN PRINTERS

CRAIN PRINTERS, LIMITED, have moved their office and factory from 830-840 Bank street, and are now located in their new building at 145-149 Spruce street. This building has been specially constructed for their work, is one storey in height, facing Spruce street and running through the block to Elm street, affording abundance of light and ventilation to their working staff.

Several new automatic machines have been added, making this plant one of the largest and most up-to-date in Canada.

FIRST MACHINE IN CANADA

THE Toronto Type Foundry have placed on the Canadian market the first automatic feeder ever made in this country. The foundry company are after the big world markets. Two, it is learned, are already in use in far-off Japan. It is said that the type foundry went to heavy expense providing the necessary "jigs" and other machinery, for its manufactured parts will be interchangeable and

will fit perfectly, as is the practice now by all good machinery manufacturers. The Canadian printing trade will read the news with interest.

WAGES INCREASED IN FORT WILLIAM

THE International Typographical Union of Fort William, No. 417, recently entered into an agreement (on contract) with the Fort William *Times-Journal* whereby its members will receive an increase in wages approximating 20%. The old scale of wages for ad., stone men and job men and linotype and monoline operators was \$23 per week for day work and \$26 for night work. The new scale calls for not less than \$26 for day and \$28 for night work. The rule for better than union scale for good men will prevail as usual, which is not uncommon on the *Times-Journal*. A scale for apprentices was accepted by the publishers for the first time in the history of the I.T.U. at this point. This same scale was accepted by Port Arthur papers with local I.T.U. No. 575.

PRESSMAN STRIKE IN MONTREAL

THE first general strike in five years of the International Printing Pressmen and Assistants was declared last month in Montreal. As usual it is a question of wages and contracts which has resulted in a walkout on the part of 280 pressroom employees. Seventy firms are affected, including the Gazette Printing Co., the Southam Press, the Beauchemin Co., the F. B. Foote Company, the Industrial Press and others.

According to the statement of W. H. McHugh, of Kansas, International vice-president of the Union, it is six years since the Montreal pressmen have received any substantial increase in pay. Last summer the Union laid the question before the Employing Printers' and Bookbinders' Association, which resulted in a 20 per cent. increase in July. The

real, while those engaged in the morning English newspaper composing rooms have received an advance of \$4.50 per week. The former increase is to remain in force for two years and then be increased to fifty cents a week for every year till the end of a five-year agreement. The night operators and workers will retain their present increase for two years and then jump another dollar a week for the ensuing three years. The minimum wage for evening paper men now is \$26 and for morning paper employees \$28.50. All piece work has been abolished. Men enlisting will get their positions back on their return.

PRINTERS' HEALTH BETTER

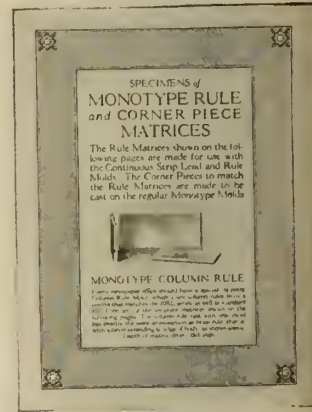
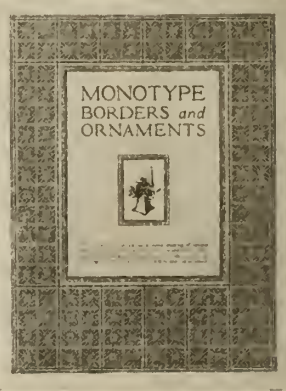
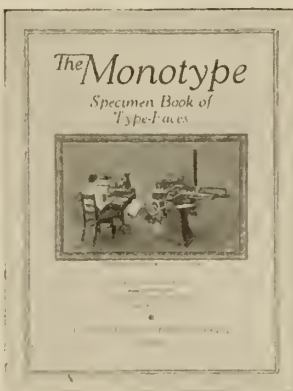
DUE to a persistent campaign which has been carried on for several years, health conditions in the printing trade have been materially improved. A bulletin issued by the United States Department of Labor, summarizing a long investigation by a special committee, emphasizes that fact and gives many statistical tables of interest to those who have given thought to the old conditions.

The committee's report, quoting from the records of the International Typographical Union, states that from 1900 to 1915 the average of members at death increased from forty-one and a fraction years to almost fifty-one. The percentage of deaths from tuberculosis, the worst scourge of the printers, decreased from 31.2 in 1900 to 19.1 in 1915.

The Department of Labor's special committee visited 130 printing plants located in the seven largest cities in the country. While the committee found that detrimental conditions still existed, the educational campaigns which have been waged year after year by the Department of Labor had borne fruit in many plants. On the whole the committee reported that sanitary conditions had improved immeasurably and that several model establishments were to be found in each city visited.

WETTER NUMBERING MACHINE

THE Wetter Numbering Machine Co., Brooklyn, N.Y., has issued a new price list, effective October 14, 1917. Prices range from \$7 to \$285, according to model and size.



Title pages of the new Monotype Specimen Book.

Union wrote to the Association on August 18 pointing out that the existing scale of wages ran from \$12 to \$18 per week as compared with \$18 to \$25 in Toronto, and asking for a general raise from \$16 to \$23. As the Association delayed the matter and declined to grant the request of the men as a body, the Union negotiated with individual firms. New contracts satisfactory to the men have been signed up with the Herald Press, the Federated Press, the Canada Loose Leaf Company, the Mercantile Printing Company and others.

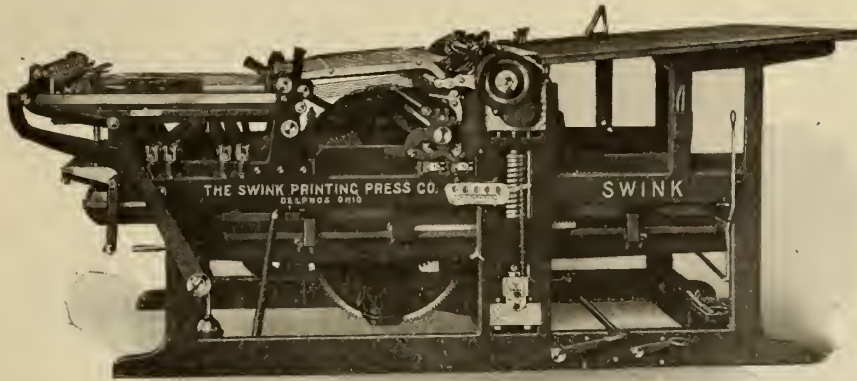
The officers of the local Union are E. Pelletier, president, and A. M. Foran, secretary.

PRINTERS' WAGES RAISED

AN INCREASE of \$3 a week has been given to the linotype, monotype and all other employees engaged in the composing room of the two English evening newspaper offices of Mont-

NEW TYPE CABINET FOR CATALOGUE AND MAGAZINE PRINTERS

NEWSPAPER plants have long recognized the necessity of a flat working surface for the make-up of large ads., such as full and half-page ads. In the old style cabinets available no such provision was made; consequently, the compositors were forced to go to the stones to make up their jobs. This same difficulty is experienced in large printing plants where magazine or catalog work is a specialty, and to provide a cabinet to accommodate such plants The Hamilton Mfg. Co. have placed on the market a cabinet known as their No. 473, which provides both flat and sloping surfaces for working, besides many other novel and time-saving features, such as trays for quarter cases, labor-saving lead and slug storage, drawer for copy, and miscellaneous supplies.



FOR SALE

This high-grade, Two-Revolution Swink Press at a big saving. Fitted with the latest sheet delivery and finger fly. Size of sheet 25x38, speed 2500. Handles the best class of work; has the only positive delivery. Nearly new, and guaranteed.

Stephenson, Blake & Company

60 FRONT STREET WEST

TORONTO

C. H. CREIGHTON,
Manager

Right opposite
New Union Station



Reliable Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

**THE STEEL COMPANY OF CANADA
LIMITED**

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

**PRINTING and BOOKBINDING MACHINERY
TYPE and SUPPLIES**

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

ELECTIONS!**ELECTIONS!**

Printers be prepared—look up your stocks of
WHITE AND COLORED BRISTOLS, COMMERCE
BLANKS, BOOK PAPERS, MILL FINISH AND SUPER
CALENDERED SUPERIOR NEWS PRINT.

Posters—best Quality in large variety Colors.

Samples and prices on application.

BEVERIDGE PAPER CO., Ltd.,

ST. JOHN, N.B.
Wm. Reid, 27 Celebration St.

17 St. Therese St., MONTREAL
(Successors to Wm. Cauldwell Paper Co., Ltd.)

HAMILTON, ONT.
C. A. Murton, 34 King William St.

**ALL DEALERS
SELL THEM**



WETTER Numbering
Machines

Can always be depended on for Accurate Work

We have Models to suit all requirements from \$7.00 up

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, New York, U.S.A.

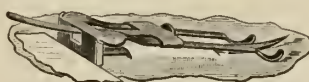
JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VICE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

**Embossed Effects
on Your Job Press**

NO PLATES, DIES OR SPECIAL
APPARATUS ARE NECESSARY

Produce work with embossed effects in gold, silver or colors equal to the finest of steel die embossing and thus open for yourself a new field of business and profit.

This may be done with your present press and

**Reliance
Embossing Powder**

*No expense is necessary. Simply
get the powder and start producing*

Private Greeting Cards Wedding Invitations, Letter Heads, Programmes, etc., can be turned out in the finest of relief effects to please the most fastidious.

SAMPLES ON REQUEST

RELIANCE INK CO., LIMITED
WINNIPEG

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO LONDON WINDSOR

WILSON ENGRAVING COMPANY

TO THE TRADE

Engravers and Printers, Embossers, Etc.

197 Princess Street,

Winnipeg

*Society Work
A Specialty*

**Half Sheet
Poster Chases
2 for \$1.00**

Send in your dollar and we'll
express them to your address.

**PRINTER AND PUBLISHER
TORONTO**

Dean T. Bush

David K. Morgan

BUSH & MORGAN PRINTERS

Ironton, Ohio, 7/20/17.

Kimble Electric Co.,
Chicago, Ill.

Gentlemen:

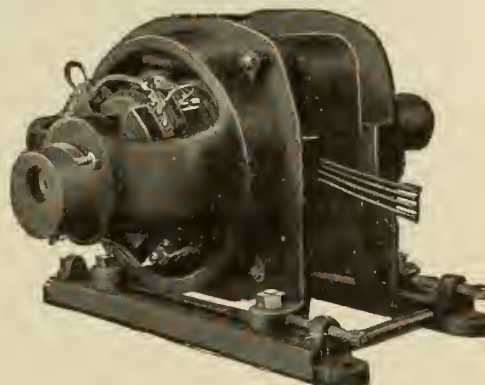
We have two of your friction motors in our shop and think they are the finest "things" ever; they never have given the least trouble, always ready to go and do their duty, provided we do ours. They now need new brushes or carbons, and we wish you would send them by parcel post, and we will remit upon receipt of bill.

Very truly yours,

BUSH & MORGAN.

"Finest Things Ever" KIMBLE MOTORS

give absolute speed control with alternating current on all kinds of printing machinery.



KIMBLE ELECTRIC COMPANY

GREAT WEST ELECTRIC CO., LIMITED, 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LIMITED, 87 Queen Street East, Toronto, Canada, for all points east of Port Arthur and Fort William.

**KIMBLE
MOTORS**

For LITHOGRAPHERS and PRINTERS

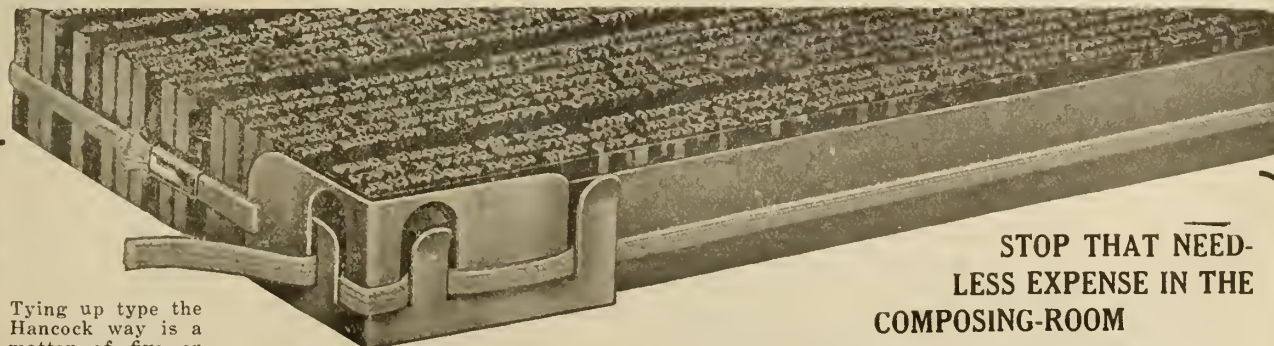
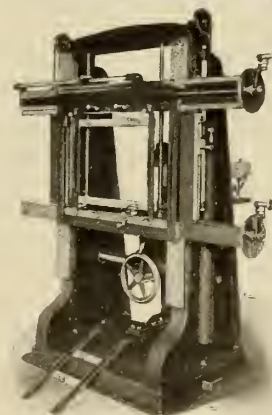
Lithotex photo-mechanical machines and processes for MAKING LITHOGRAPHIC PLATES

Lithotex machines and process are the cheapest, most efficient and accurate ever put on the market; they are simple in construction, easy to operate, and require small floor space; they have been endorsed by three foreign Governments; have been awarded two gold medals (England and France), and are being used by the largest Lithographers and Printers in the world.

Write for particulars and estimates on commercial work.

Write to CANADA MACHINERY CORPORATION, Limited, Galt, Ontario, Canada where machines will be made upon order, or to the Lithotex Corporation, 124 White Street, New York City. Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,391	Dec. 19, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,392	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,393	Dec. 19, 1911	141,157	June 18, 1912		



Tying up type the Hancock way is a matter of five or ten seconds. Can be used indefinitely.

THE HANCOCK TYPE TIE-UP

Send 10 cents (coin) for sample and folder.

H. H. HANCOCK

LYNN, MASS., U.S.A.

**STOP THAT NEED-
LESS EXPENSE IN THE
COMPOSING-ROOM**

You can save time on every piece of typesetting by using

See you saw it in PRINTER AND PUBLISHER.

Man-Size Conversation

Something about Jones---The Test Question that Silenced Jennings---Where Jones gets the information that makes him listened to when he speaks.

AFTER the little group had finished their cigars, and were about to separate, each going his own way, Brown said to Smith: "Wasn't Jones great? And didn't he put it all over Know-It-All Jennings?"

It was just such a group of men as you see gathered every day round a luncheon table, or in the club lounge; and the theme of the conversation was likewise common enough—the present business situation, and the probable situation when Peace is made.

At first every man had opinions to declare, but most of all Jennings. Jones was, at the beginning, the silent one. But at a point when Jennings, with his usual cocksureness, was voicing some extravagant views, Jones rather jolted him by asking him, "What is your authority?" And Jennings didn't have authority—nothing more than opinions.

It was then that Jones began to talk, and his tactful, well-informed views and statements instantly commanded the attention of every man round the table; for every man was learning. Even Jennings had the grace to keep quiet, for he knew he was listening to a better-informed man.

Jones has a staggering question to put to men with opinions which they express boldly and confidently. It is: "What is your authority? Your opinions are no better than your information." The average man expressing opinions doesn't possess much solid information; he just "feels" that way.

Every man not an idler is interested in Business—first, in his own business; second, in the Nation's business. Whether he be a retailer in a country town; or a manufacturer; or a lawyer advising clients on investments; or a bond-dealer needing to know much about the many factors that affect prices; or a banker; or a private investor whose funds, invested or waiting investments, are his main source of income; he is interested in Business, and he needs information—the real stuff which is the basis of opinion.

Where can each get the kind and amount of information desired?

Let him get it where Jones gets much of his information—from *THE FINANCIAL POST OF CANADA*.

Jones does a good deal more than just pay \$3 to get this paper every Saturday; he *reads* it. To him the POST is the newspaper prized most of all. He sets aside a certain set time each week for reading it. It satisfies him

because its views are based on information, and information is the POST'S chief material.

The POST keeps Jones soundly and broadly informed about the business affairs of the country. He finds that the POST takes a business-like view of all questions; that it is not influenced by any political factions or "interests," that it tells the truth whether the readers like it or not. He knows that little of importance will occur in connection with the business of the country without enlightening information or comment appearing in the POST.

He gets the best-informed news about listed and other securities, in the POST:—Milling, Transportation, Pulp and Paper, Iron and Steel, Electrical Enterprises; and so on. This weekly Security News he finds is of an authoritative character—usually signed—prepared by specialists, who, from the nature of their daily work, are in intimate touch with the factors that affect prices, and with high-up or well-informed men who have *knowledge*. Jones finds no other paper in Canada attempting to give the service the POST does in relation to listed securities. Jones finds the POST'S editorial page stimulating. He enjoys the biographical stories of Big Men which appear in the POST. The article each week by Agnes Laut gives him information gathered by one of the best informed and highest paid writers in America. In short, for Jones the POST is a treasury of information about Business; and it is Business by which Jones earns his bread and butter and something more.

When Jones mingles with his fellow men, and Business is the Theme of Conversation, most men are willing to listen to him, because his opinions are based on sound and reliable information.

Now, what is the application of all this? It is that you, the reader of this advertisement, may also make yourself a well-informed man about *Business*—by reading *THE FINANCIAL POST*. The \$3 it costs per year is neither here nor there to the man who really wants to *know*—to have knowledge about matters and markets pertaining to his own business; and about the Country's business.

If you want your opinions to be well-informed; if you want a wide knowledge of Business; let the POST go to your home each Saturday. Sign the coupon below. Send no money now. Have the bill go forward in the usual way.

The Financial Post OF CANADA

The MacLean Publishing Co., Ltd.,
143-153 University Ave., Toronto.

Send me *The Financial Post*, for which I will pay \$3.00 per year on receipt of invoice.

Name..... Address.....

Manton Quality & Service

Truth in Advertising applied to **Printers' Rollers**

would be a safeguard to the Printer

When Glycerine was 17c per lb. and Glue 16c per lb.,
the price of Roller Composition was 35c per lb.

Glycerine is now 69c per lb. Glue, 45c per lb., and
the price of Roller Composition is 55c per lb.

This means one of two things: Either the Roller
Maker formerly enjoyed an exorbitant profit, or he is
now doing business on a very close margin.

We are not new in the business, having a combined
experience of more than seventy years. We have the
best of equipment, and what is also very important—
the determination to give our customers the best
Service and *Quality* consistent with the price.

Send your cores now for Winter Rollers.

MANTON BROS.

*Makers of Printing and Litho Inks, Rollers,
Machinery, Etc., for the Printing Trade*

105 ELIZABETH STREET, TORONTO, CANADA

Escaped from Germany

AN escaped prisoner tells the story of his fearful experiences in Germany in **MACLEAN'S MAGAZINE** for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

Canadian Finances After the War

WILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

Back from the Arctic

WILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November **MACLEAN'S** the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

Slackers and Conscription

WHAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November **MACLEAN'S**?

The Nation's Business

THIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

Sketches of Trench Life

By **Gunner McRitchie**

MCRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in **MACLEAN'S MAGAZINE**. They're interesting and good.

The Late Sir Mortimer Clark

BEFORE he died, a few week ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for **MACLEAN'S** an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

A Complete Novelette

By **Peter B. Kyne**

HIS story in the November **MACLEAN'S** is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

Short Story

By **Ethel Watts Mumford**

THE writer of this short story—the first of a delightful series by this author to appear in **MACLEAN'S**—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By **W. A. Fraser**

AMIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

Hendryx and Oppenheim

SERIALISTS

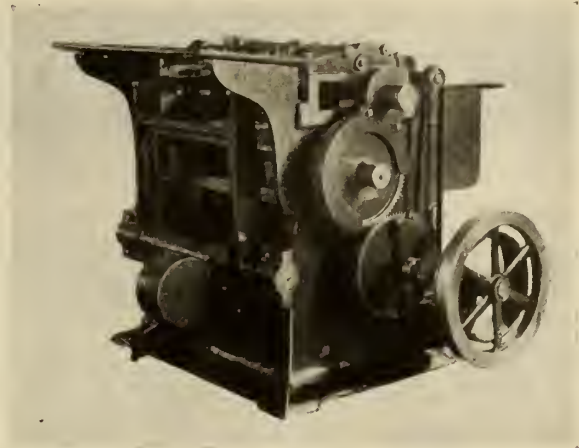
THE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by **MACLEAN'S**.

MACLEAN'S MAGAZINE

for November

At All News Dealers **15c.**

Webster defined economy as "a *judicious* expenditure of money."



Why Waste Two Dollars Out of Three?

THRIFT demands these war and shortage of labor days that we expend judiciously—that we should not waste two dollars out of three.

A recent Toronto purchaser of an *Osterlind* cylinder press ran 10,000 "two-on" letter heads in three hours—or 20,000 single letter heads. How long would it take a No. 3 or a No. 2 platen press to do that work? You know, Mr. Printer. Then figure up your hour costs and ask yourself is it *judicious* to operate at such a loss. Miller & Richard, 7 Jordan Street, Toronto, and Winnipeg, sell the *Osterlind*. The price is reasonable and the terms easy.

The 10,000 run in three hours can be substantiated.

Buyers' Guide

COLLECTIONS

Newspaper Subscription Accounts Everywhere

Turn over to us your past due subscription accounts—let us turn them into cash for you.

"CLEANED UP LIST WELL."

Read what the Strathroy Age says of our service:—

Strathroy, Ont., Sept. 28, 1917.

The Canadian Mercantile Agency,
Ottawa, Canada.

Dear Sirs:—

We received your letter enclosing cheque in settlement of subscription accounts placed in your hands for collection. The results of your efforts, to say the least, has been very satisfactory to us, and therefore very pleasing. We fully appreciate your work and will have no hesitation in putting in a good word for you with fellow-publishers. You certainly cleaned up the big list well, and we will have some more business for you to work on shortly.

Respectfully,

EVANS BROS.

We can do as well for you. Try us out with a list. It will pay you.

No Collection—No Charge. Prompt Returns
RESULTS

Write for blank forms to list your accounts, if you have none on hand. Do it now and have your money made before winter sets in.

REFERENCES: The Bank of Ottawa and nearly 200 satisfied Canadian publishers for whom we have been collecting for the last seven years.

THE CANADIAN MERCANTILE AGENCY
OTTAWA, ONTARIO

The agency making a specialty of collecting delinquent subscriptions—and not losing the subscriber.

WHILE-U-WAIT



RUBBER STAMP- MAKING OUTFITS

Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buys complete outfit.

Send for catalog

The Barton Mfg. Co.

83 Duane Street

New York, N.Y.

J. R. Walker & Co.
35 Common St. - Montreal

Manufacturers of
PAPER and BOARD

Also purchasers of all kinds of
Waste Paper.

BALERS, WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.

Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER
Albemarle Paper Co., Richmond, Va.
Beveridge Paper Co., Montreal.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER.
Nickerson Bros., 99-101 Worship St., London, E.C., England.

BOOKBINDERS' MACHINERY
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

BOOKBINDERS' SUPPLIES
Beveridge Paper Co., Montreal.
Brown Bros., Simcoe and Pearl Sts., Toronto.

BOOKBINDERS' WIRE
The Steel Co., of Canada, Hamilton.

COLLECTION AGENCIES
Canadian Mercantile Agency, 46 Elgin St., Ottawa.

Publishers' Protective Association, Goodyear Bldg., 154 Simcoe St., Toronto.

COUNTING MACHINES
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER
J. L. Morrison Co., 445 King St. West, Toronto.

CUTTING MACHINES
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Seybold Machine Co., Dayton, Ohio.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPE AND STEREOTYPING
Rapid Electrotpe Co. of Canada, 229 Richmond St. W., Toronto.
Toronto Electrotpe & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

ENVELOPE MANUFACTURERS
National Paper Goods Co., Ltd., 144 Queen St. N., Hamilton, Ont.

FEATURES FOR NEWSPAPERS
Cartoonaday Inc., 303 Fifth Ave., New York.
International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS
Beveridge Paper Co., Montreal.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

HAND PRINTING PRESSES
Golding Mfg. Co., Franklin, Mass.

INKS.

Reliance Ink Co., Winnipeg, Man.

JOB PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

JOB PRESS GAUGES

Golding Mfg. Co., Franklin, Mass.

Megill, Ed., 60 Duane St., New York City.

LIMOGES CHINA PREMIUMS

The Limoges China Co., Sebring, Ohio.

LITHOGRAPHERS

Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES

Rev. Robert Dick Estate, 137 W. Tupper St., Buffalo, N.Y.

Wing, Chauncey, Greenfield, Mass.

METAL FOR TYPESETTING MACHINES

Canada Metal Co., Fraser Ave., Toronto.

Hoyt Metal Co., 356 Eastern Ave., Toronto.

OUR CANADIAN CUSTOMERS

INCLUDE

Toronto Daily Star, Winnipeg Manitoba, Free Press, also Tribune, Montreal Le Devoir, Calgary Herald, Edmonton Bulletin, Halifax Herald, Hamilton Herald, Ottawa Citizen, also Journal-Press; Quebec Telegraph, Sherbrooke Record.

If these papers use our matter to advantage, why not YOU?

The International Syndicate

Features for Newspapers

Est'd 1899

BALTIMORE, MD.

**McFARLANE, SON &
HODGSON, Limited**

WHOLESALE
PAPER DEALERS

AND
STATIONERS

14 ST. ALEXANDER STREET
MONTREAL

ATTENTION OLD TYPE—BRASS

Copper, Zinc, Electro
and Stereotype Plates
and Old Brass

Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.

J. C. & L. W. EPSTEIN CO.
378-380 Front Street East, TORONTO
Ship us your scrap iron, rubber and paper.

Write us for Quotations

This Space
\$25.00
per year
—
\$2.09
per month.

Buyers' Guide

SPOT CASH

We pay spot cash and highest price for Old Type, Copper, Zinc, Electros, Stereos, and Old Brass.

SHIP AT ONCE.

INDEPENDENT METAL COMPANY, Limited

175 King St. East
TORONTO

Long Distance Phone, Main 2378

ROLLERS We give prompt delivery, lowest prices and complete satisfaction.

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

ENVELOPES

Manufactured in all sizes, printed or plain.

Write us regarding your requirements.

The

National Paper Goods Co., Ltd.

Office and Factory 144 Queen St., N.
Hamilton, Canada

Branch Sales Offices: Toronto and Montreal

BAD SLUGS

You'll not be bothered with them if you use Hoyt's Faultless Linotype Metal.

HOYT METAL COMPANY

Eastern Ave. and Lewis Street, Toronto.
LONDON NEW YORK ST. LOUIS
Largest manufacturers of mixed metals in the world.

MILLER SAW-TRIMMER DEALERS IN CANADA

Canadian Linotype, Ltd., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., Toronto.
Geo. E. Stewart, Montreal.
Toronto Type Foundry, Toronto and Montreal.

NUMBERING MACHINES

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N.Y.

PAPER MANUFACTURERS AND DEALERS

Beveridge Paper Co., Montreal.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Halls Paper Co., Ltd., Fred H., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Building, Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.
Wilson Munroe Co., Limited, Toronto.

PHOTO-MECHANICAL MACHINES

Canada Machinery Corp., Galt, Ont.

PHOTO ENGRAVERS

Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Ault & Wiborg Co. of Canada, Ltd., Toronto, Ont.

Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Reliance Ink Co., Winnipeg, Man.

Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

Babcock Printing Press Co., New London, Conn.
Manton Bros., 105 Elizabeth St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Goss Printing Press Co., Chicago, Ill.

Hoe & Co., R., 504-520 Grand St., New York.

PRINTING PRESS MOTORS

Kimble Electric Co., 635N Western Avenue, Chicago, Ill.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

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Independent Metal Co., Ltd., 175 King E., Toronto.

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The Levi's, 100-102 John St., Toronto.

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A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co., Rahway, N.J., U.S.A.

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WASTE PAPER

Largest Dealer in the Empire.

20 Maud Street, Toronto



A Guaranteed GLYCERINE-Made

Flexible Glue

SEND FOR YOUR SAMPLE AT ONCE

BAYARD & CO., Inc.

29 BROADWAY NEW YORK CITY

GILT EDGE AND BORDERED CARDS

Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Beveling and Bordering to the trade.

Send for Price List

JOHN BRADFORD

Card Manufacturer

70 LOMBARD STREET TORONTO

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That are in arrears should be sent to us for collection.

No Collection—No Charge

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Goodyear Building, 154 Simcoe St.
TORONTO, ONTARIO

BUYERS' GUIDE—Continued

FOR SALE at a Bargain

1 Peerless Gem 30 in. Cutter.
1 Mentges Folder.
1 Stitcher.
1 "Hamilton" Type Case together with new type.
APPLY BOX, 576, DUNDAS, ONT.

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Canadian Linotype, Ltd., 68 Temperance Street, Toronto.
Intertype Corporation, World Building, New York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

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H. H. Hancock, 316 Union St., Lynn, Mass.

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E. Pullan, 20 Maud St., Toronto.

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Machine Finish, English Finish and Antique Finish

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PAPERS

Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

Classified Want and Don't-Want Ads.

2c.
a Word

Don't-wants may include a press, a chase or two, a cutter, a filing system, etc. Wants may include an editor, a printer, a purchaser for your business; you may want to buy a print-shop. Perhaps you want to swap something for something else. This page is your market; it's cheap enough; 2c. per word for first insertion; 1c. per word each time you repeat. Remit with copy.

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143
University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

UNUSUAL OPPORTUNITY FOR ALL-
around job printer—Printer seeks partner in very profitable two-man job office in Northwest; beautiful growing city of 10,000; only 12 years old; ideal climate; must be thoroughly competent—seeking man, not money; business aggregates over \$10,000 per year and free of indebtedness; paid for out of profits; terms can be arranged with the right man. Send full particulars first letter. Box 43, Printer and Publisher.

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"A POCKET COMPANION FOR LINOTYPE OPERATORS." Price \$1. Address S. SANDISON, 318 West Fifty-second Street, New York City.

LEARN THE LINOTYPE — WRITE FOR
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MACHINERY FOR SALE.

BOOKBINDERS' MACHINERY — REBUILT
Nos. 3 and 4 Smyth booksewing machines, thoroughly overhauled and in first-class order. Box 60, Printer and Publisher.

FOR SALE—19-INCH PAPER CUTTER —
used only six months; in perfect condition. Bargain to quick purchaser. Box 575, Printer and Publisher. p11p

FOR SALE — MENTGES NEWSPAPER
folder, in good condition, folds four, s x, eight, ten, twelve and sixteen pages. Will sell cheap. Apply Herald, Prince Albert, Sask. p4p

FOR SALE—POTTER DRUM CYLINDER
printing press, in good condition; 5-col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont. (tf)

FOR SALE—A No. 6 PORTER EXTENSION
front cabinet, with 25 cases and tilting bracket; good as new; price \$35. A new one like it costs \$55; also a 2 h.-p. water motor, worth \$80; will take \$40 for it. C. W. Rutledge, Markham, Ont. p11p

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FOR SALE—ONE OF THE BEST PAYING
country weekly newspaper and job offices in Southern Alberta, in good, live town. Will sell with reasonable cash payment down, and balance can be arranged. Apply Box 567, Printer and Publisher, Toronto.

FOR SALE—WEEKLY COUNTRY NEWS-
paper and job office in live town in Western Ontario. Give subscription list and advertising patronage. Ready for change January 1st, 1918. Apply Box 571, Printer and Publisher. (tf)

FLOURISHING LITTLE NEWSPAPER FOR
sale in Peace River country, Alberta. Opportunity for ambitious man to make some money. Price \$1,400. Box 46, Printer and Publisher. p10p

NEWSPAPER FOR SALE.

FOR SALE—ONE OF THE BEST PAYING
country weekly papers in Saskatchewan, in good, live town. Will sell with reasonable cash payment down, balance can be arranged. Box 574, Printer and Publisher. p11p

PRESSES FOR SALE.

EMBOSSING PRESS FOR SALE, LITTLE
Giant with motor attached; capacity of die 2½x4; perfect condition. Geo. H. Popham, Limited, Ottawa, Ont. p12

SITUATIONS WANTED.

ESTIMATOR AND COST CLERK WITH
executive ability wants position; 4 years in job and looseleaf plants; at present engaged; 22 years of age; ineligible for military. References. Box 573, Printer and Publisher. p10p

ALL-ROUND PRINTER, FOURTEEN
years' experience, desires position. Competent to take charge of typographical and mechanical end of weekly newspaper and job business. Sober and industrious; married. Address Box 568, Printer and Publisher, Toronto. (10)

OPEN FOR ENGAGEMENT—A1 PROOF-
reader, who is a practical printer with 20 years' experience; able to take charge of proofroom or composing-room; can make translations in French; past military age; married. Box 81, Printer and Publisher.

WANTED—POSITION AS SUPERINTEND-
ent or composing-room foreman in medium or large plant; now employed, giving entire satisfaction; several years' experience in estimating, thorough knowledge of modern efficiency methods and standard cost-finding system; 30 days required before change. Box 84, Printer and Publisher.

HALF SHEET POSTER CHASES 2 FOR \$1.00

It's the bargain you've been waiting for but it never came till this minute. Good chases, hardly been used, for your Posters or Mail Lists. Do not hesitate. They'll go fast. Send your dollar and we'll express them to your address. — *Printer & Publisher, Toronto.*

Winter Rollers

*Made Right for Good
Printing and Long Life*

SEND YOUR CORES IN NOW



PRINTERS' ROLLERS
PADDING GUM
PRINTING INKS
LITHO. INKS
EMBOSSING INKS
VARNISHES and DRYERS

CANADA PRINTING INK CO., LIMITED
15 DUNCAN STREET, TORONTO

This is the month
to order your

Winter Rollers

We have three of the BEST equipped roller
plants in Canada.

Ship your cores to the most convenient factory.

The Ault & Wiborg Co., of Canada, Limited

MONTREAL

TORONTO

WINNIPEG

TRADE **LINOTYPE** MARK



Stand by the Old
Tried and True

Being completely satisfied with our eight Model 9 Linotypes, we are anxious to get the three others we have recently ordered. Everything will now be slug way with us and therefore no merry-go-round non-distribution, but a real non-distribution system.

L. G. Gratton, *General Supt.*,
Montreal (Que.) *La Presse*.

Like *La Presse*, hundreds of other publishers have made *past performance* the deciding factor when purchasing new composing room equipment. They have, therefore, installed the labor-saving

Multiple-Magazine Linotypes

T. Eaton Co., Winnipeg and Toronto
Gazette, Glace Bay, N.S.
Times, Transcona, Man.
Telegram, Toronto
Mail, Fredericton, N.B.

Gazette, Montreal
Journal, Edmonton
Stovel Co., Winnipeg
Gazette, Almonte, Ont.
Argus, St. Mary's

Banner, Orangeville
Journal, Ottawa
Globe, Toronto
Beacon, Stratford
Standard, Kingston

With these publishers initial investment was a secondary consideration. They simply *believed* in the Linotype—that it is the best composing machine money can buy.

*Our representatives are ready to furnish
the facts and the figures. Write us to-day.*

CANADIAN LINOTYPE LIMITED

BOND BUILDING, 68 TEMPERANCE STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK
Tribune Building

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1100 So. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street

NEW ORLEANS
549 Baronne Street

Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

December, 1917



The MacLean Publishing Company, Limited

Toronto : Montreal : Winnipeg

We're specialists in

Black Inks

We are the only manufacturers of the famous Non-Offsetting Halftone Black.

Our Blacks dry with a lustre.

Have you used our **Victory Black**? This ink dries at once and you can back up a form immediately.

"Used in Canada wherever Good Printing is done"

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

128-130 PEARS' AVENUE

- - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.

WINNIPEG CALGARY EDMONTON

Chas. H. Tice,

Manager for Eastern Canada

128 Bleury St., MONTREAL

Phone Main, 5124

Service and Quality

Manufacturing printers' rollers was a new venture to us just six short months ago. To be precise, the first batch of Quality Printers' Rollers for a customer were cast by us June 15, 1917.

When we decided to add roller making to our printers' ink factory, we determined that as quality and service made for the big success achieved in the manufacture of our printers' inks, we knew of no better way to build up a big roller business than to adopt the same good principles in our roller plant.

So at big expense we installed the most complete and up-to-date roller plant that money could buy. And we secured the services of the best roller man in Canada to superintend it.

The results are as pleasing to ourselves as to the men of the Canadian printing trade who entrusted us with the making of rollers for the printing presses. And these include the big presses of the big metropolitan daily newspaper to the smaller printing plant of platen presses.

Whether the order was big. Whether the order was small, *Service* and *Quality* were rendered all alike.

The results are that six months after that June day we are casting and making into *Quality Printers' Rollers* every working day of 8 hours about 2,000 lbs. of our own roller composition.

The capacity of our plant each eight hours is 144 rollers of all sizes.

We cordially invite you to call and see the most complete roller battery in Canada—where no expense is spared to render service and quality to the printers of this country.

SINCLAIR & VALENTINE CO. OF CANADA, LIMITED

233 Richmond Street West
TORONTO, ONT.

MANUFACTURERS OF

Branches at
WINNIPEG and MONTREAL

—“Quality” Printers’ Rollers—
And Padding Gum

A New Sales Record

for the

INTERTYPE

—orders entered at the Intertype Factory during

OCTOBER

for

87 MACHINES

This splendid record, for which we thank the trade, is due to the fact that Intertypes are built so well and run so well that each machine sold helps to sell another.

INTERTYPE CORPORATION

Builders of "The BETTER Machine"

Executive Offices: 50 COURT STREET, BROOKLYN, N.Y.

Canadian Agents:

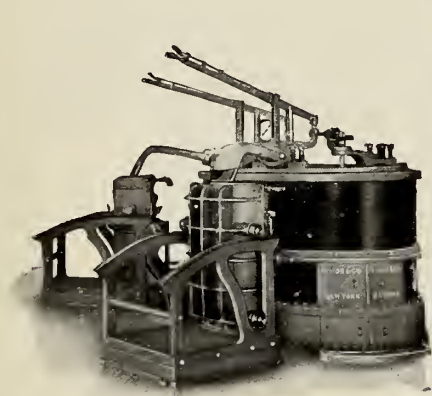
MILLER & RICHARD, Toronto and Winnipeg

PRINTERS AND PUBLISHERS

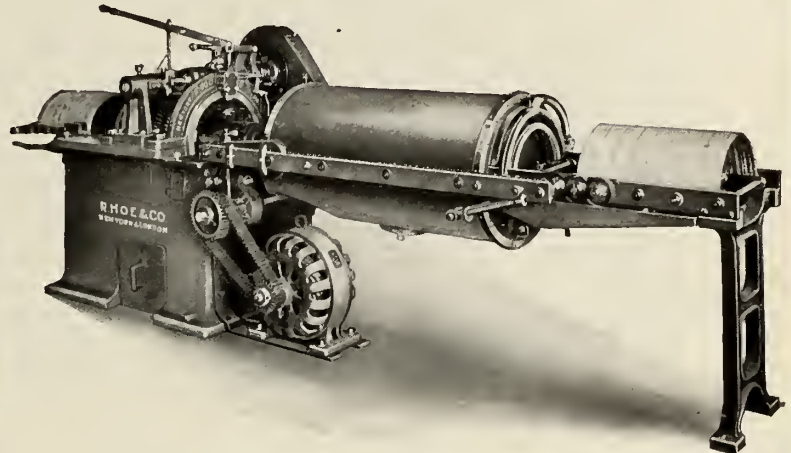
When in New York are Cordially Invited to Visit Our Factory and
Inspect Some of

OUR NEW AND IMPROVED

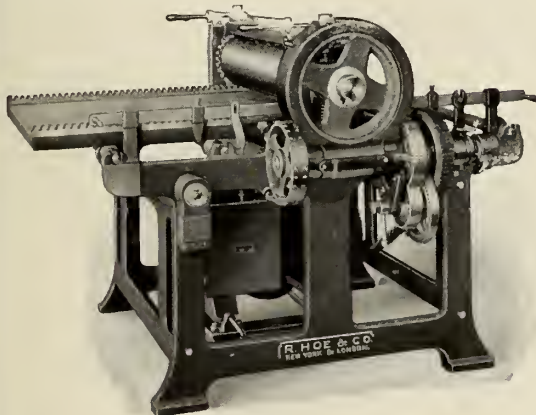
Curved and Flat Plate-Making Machinery



HOE DOUBLE PUMP FURNACE
AND TWO HOE EQUIPOISE
CURVED CASTING MOLDS.

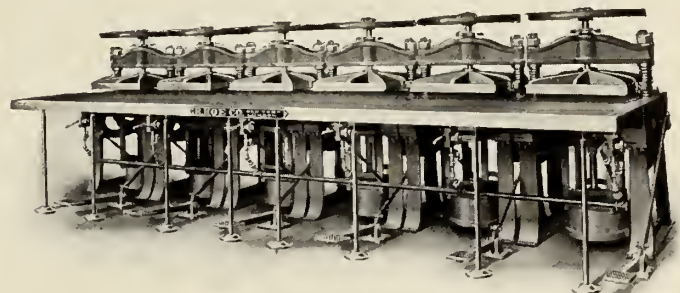


HOE AUTOMATIC PLATE-FINISHING MACHINE
Trims, tail cuts, shaves, cools and dries six plates a minute.



HOE IMPROVED MATRIX ROLLING
MACHINE

The strongest and most rigid roller made. Easy
to control. Gives the most powerful and uni-
form impression.



HOE PNEUMATIC MATRIX DRYING TABLES
Makes the best matrices in the quickest time and in the
most economical manner.

There is nothing in the line of Printing and Plate-Making Machinery which
R. Hoe & Co. cannot make at least a little better than anyone else and at the
lowest price consistent with the highest grade of workmanship and materials.

Quality

Efficiency

Reliability

R. HOE & COMPANY

504-520 GRAND STREET

: : NEW YORK

BOSTON, MASS., 7 Water Street
CHICAGO, ILL., 544-546 South Clark Street

MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road

The Season's Greetings

We extend to our many friends the Compliments of the Season, and beg to express our sincere gratitude for your generous support during the past year. It shall be our aim to serve you better in the years to come.

THE J. L. MORRISON CO.

Machinery for the Whole Paper Industry

445-447 King St. West Toronto, Ont.

**Better Press Work—
Lower Current Cost—**

WITH

**KIMBLE
A. C. MOTORS**



If you are using or can get Alternating Current Electricity, we can cut your power bill away down. Yes, and increase your output per press, while reducing spoilage.

Kimble Printing-Press Motors give you absolute and flexible control of speeds and reduce the amount of electricity metered every time you reduce the speed of any press below its maximum.

On other motors you consume the maximum amount of electricity all the time, because the only way they can reduce speeds is by converting part of the current metered into heat!

Just stop to think: How many minutes in any day is any press operated at its maximum speed?

And the other point—that of the personal equation of the feeder. Give him instant and flexible control of speed and you give him a confidence that enables him to work up to and hold high speed without use of the throw-off, or spoilage of stock.

All this is too important to be overlooked another day. Write us now, and let us show you how, and how much we can cut your costs and increase your output.

KIMBLE ELECTRIC COMPANY

Great West Electric Co., Limited

57 Albert Street, Winnipeg, Manitoba

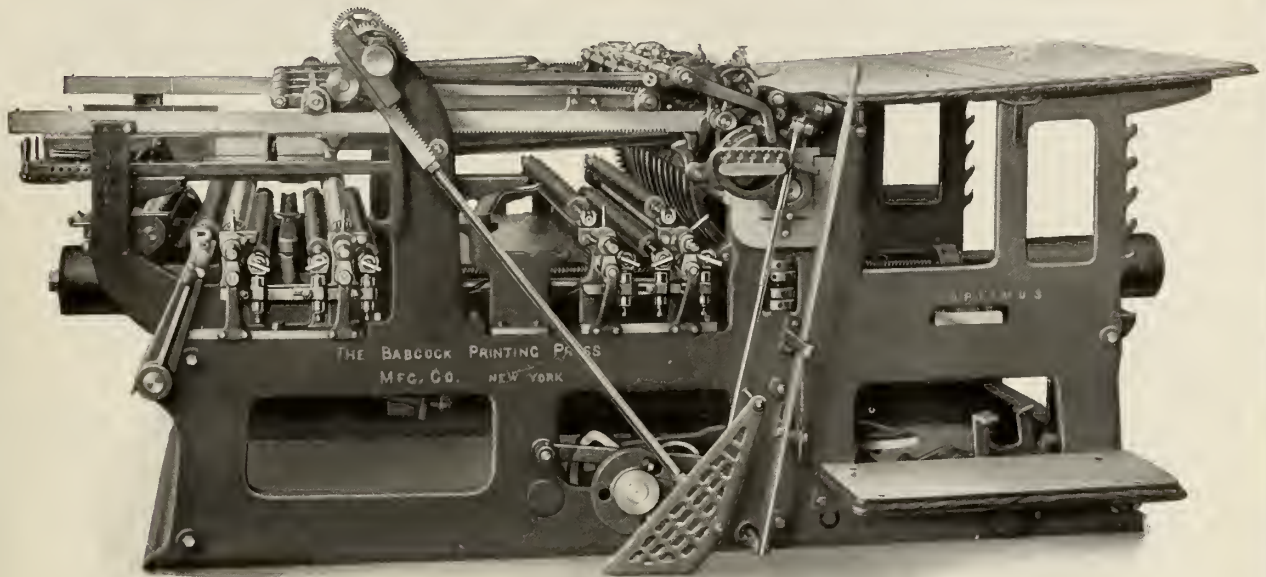
For all points West of Port Arthur and Fort William

Masco Company, Limited

87 Queen Street East, Toronto, Canada

For all points East of Port Arthur and Fort William

The Babcock "Optimus"



STYLE No. 43

The Babcock "Optimus"

whether large or small—two, three or four roller—embodies every requisite for fine half-tone and color work and for rapid, commercial printing. No other flat beds are so universally equipped with time and labor-saving devices.

The Babcock "Optimus"

is built in ten sizes. Prints all sizes of paper, from a postal card to a sheet 42 x 62. Handles all qualities of paper, from cardboard to tissue, without change in adjustment.

Our No. 43 runs easily and quietly at 2500 per hour. All Pony sizes are built with the same painstaking intelligence that characterizes our large machines. They have never been equalled in printing small forms, with big profits.

See the "OPTIMUS" at work.

Our Best Advertisements Are Not Printed—THEY PRINT

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

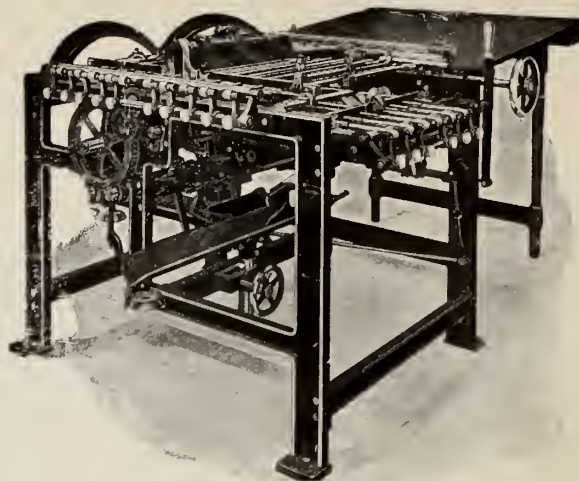
Miller & Richard, General Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba



THE BEST PIECE OF PRINTING WORK EVER TURNED OFF YOUR PRESS

can be irrevocably spoiled by the use of inferior plates. And, conversely, good plates—plates with clean, snappy printing qualities—will add immeasurably to the appearance and value of your best work. This is why you will find it good business to investigate the merits of Reliance Platework. It solves your plate problems for good. And a card to 143 University Ave. will bring you full particulars.

143 UNIVERSITY AVE.



The Most Efficient Folder Built

Brown Folding Machine

H. J. LOGAN

Sole Agent

114 Adelaide Street West, Toronto

ELECTROTYPES

made from Electros, Stereos, Woodcuts, Zincs, Half-Tones, Brass Stamps, Etc. Out-of-town orders shipped same day as received. Work and service unequalled. Our new scale of prices and answers to enquiries by return mail.

**Toronto Electrotypes & Stereotype
Company, Limited**

111 Adelaide Street West, Toronto

L. D. 'Phone
Adelaide 1638

TRAYTON BLABER,
Manager



**Exclusively—
Cutting Machines**

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y.

Write

Miller Feeders and Miller Saw-Trimmers

*the two biggest profit
producers for printers*

For descriptive matter
and prices tell

Toronto Type Foundry Co.

LIMITED

Toronto Montreal Winnipeg

Exclusive Dominion Selling Agents

Yes—your Job Press will give you embossed effects!

And without any plates, dies or special apparatus
whatever.

Reliance Embossing Powder

does it for you. You get the powder to-day,
and start to produce Private Greeting Cards,
Wedding Invitations, Letter Heads, Programmes,
etc.

Produce relief effects to please the most fasti-
dious. Send for full particulars.

RELIANCE INK CO., LIMITED
WINNIPEG

Samuel Jones & Co.

PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables:
Noncurling

LONDON, ENG.

Code:
A.B.C. 5th

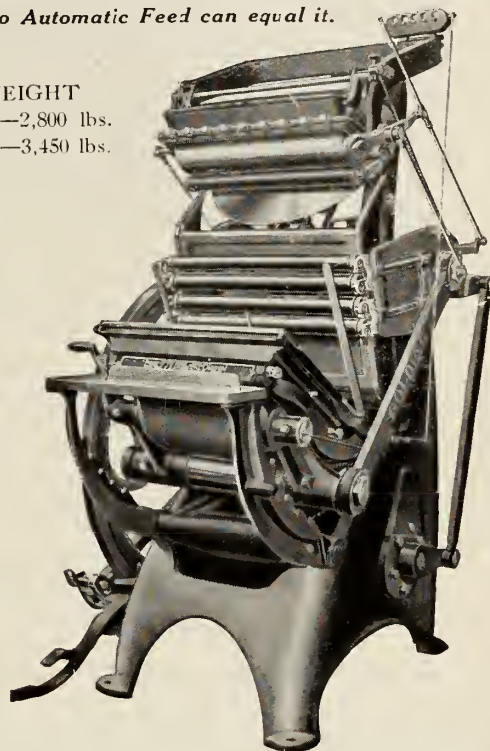
3000 Impressions Per Hour

On 10x15 jobs printed 2 up is
a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression—the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

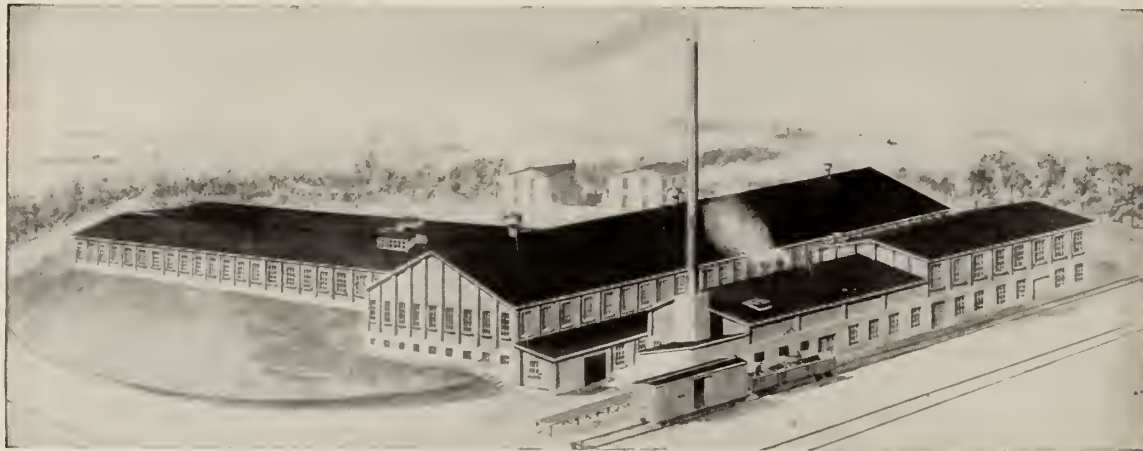
STRENGTH—DISTRIBUTION—SPEED—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

*Write for a copy of "A Catechism on
the Golding Jobber."*

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto;
Geo. M. Stewart, Montreal.



Coating Mill. Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
the Coating of Paper.

“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building

Private Exchange Adelaide 1986

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from
the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note
results obtained in the way of repeat orders.

Superfine Linen Record
Earnscliffe Linen Bond
Standard Pure Linen
Colonial Bond
Canada

Canadian Linen Bond
Empire Linen Bond
Crown Linen
Mount Royal Bond
Donnacona
Columbia

Rolland Parchment

Envelopes to match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

The Outstanding Feature of
CANADA BOND

is its **STRENGTH**



*This Design is a
Guarantee of Quality*

Stocked in all regular sizes and weights
White, Blue, Azure, Buff, Pink and Golden Rod
Special sizes and weights made to order in lots of 1,400 lbs.
or over

MADE BY

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO

MONTREAL

WINDSOR MILLS, P.Q.

Colored Papers a Specialty

Wilson-Munroe Co., Limited
TORONTO

No Better Value at the Price

CONSUMERS BOND

(Watermarked and Plain)

We have now good stocks on hand of CONSUMERS BOND—
White and Tints—enabling us to make prompt shipment of all
orders. Notwithstanding the number of similar-priced grades of
Bond Paper—we are selling more CONSUMERS to-day than
ever before. *It is essentially the Bond for the Consumer.*

SAMPLES ON REQUEST

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Mr. Printer--

Do you give your customers the best possible value when using

BOND PAPERS?

The following Papers are made at the *Highest Grade Mill* in Canada, and constitute the very best possible value for the money:

PROGRESS BOND

	Reams	Cases
White - - -	15 $\frac{1}{2}$	15
Tints - - -	17	16 $\frac{1}{2}$
Golden Rod - - -	18	17 $\frac{1}{2}$

GENOA BOND

	Reams	Cases
White - - -	19 $\frac{1}{2}$	18 $\frac{1}{2}$

ORGANDIE PARCHMENT

	Reams	Cases
White - - -	23 $\frac{1}{2}$	22 $\frac{1}{2}$
Tints - - -	24 $\frac{1}{2}$	23 $\frac{1}{2}$

ORGANDIE LINEN FINISH

	Reams	Cases
White - - -	23 $\frac{1}{2}$	22 $\frac{1}{2}$
Tints - - -	24 $\frac{1}{2}$	23 $\frac{1}{2}$

BELL-FAST BOND

	Reams	Cases
White - - -	24	23
Azure - - -	24 $\frac{1}{2}$	23 $\frac{1}{2}$
Tints - - -	25	24
Golden Rod - - -	26	25

ROYAL RECORD

	Reams	Cases
White - - -	29	28

KRYPTON PARCHMENT

	Reams	Cases
Suede, Plate and Fabric - - -	31	30

KRYPTON LINEN LAID

	Reams	Cases
	31	30

We carry a complete stock of all sizes and weights; also a large stock of envelopes to match all our papers.

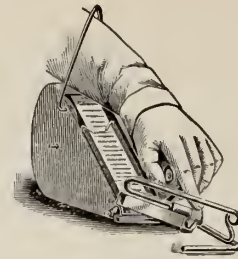
ASK FOR SAMPLES

The FRED. W. HALLS PAPER CO., Limited

Cor. Duncan and Richmond Streets

TORONTO

Telephones Adelaide 1028 and 1029



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE

137 W. TUPPER ST. -:- BUFFALO, N.Y.

THE INLAND PRINTER

*The Leading Journal of the World in the
Printing and Allied Trades.*

Every issue contains practical and helpful articles and specimens that can be *used* by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.

Editorials—Valuable and lively on timely subjects.

Correspondence—Questions answered and troubles in general solved.

Proofroom—Questions pertaining to proofreading discussed.

Book Review—A digest of the latest and best works.

Job Composition—In this department problems of job composition are solved and numerous illustrations are shown in colors.

Specimens—Under this head booklets, circulars and other specimens of printing are briefly reviewed, and illustrated.

The Printer's Publicity—A review and constructive criticism of printers' advertising.

Bookbinding—An intimate and detailed description of the various processes of bookbinding.

Cost and Method—Especially valuable to the employer.

Process Engraving—Queries regarding process engraving are answered and suggestions and experiments exploited.

Pressroom—The art of presswork discussed in detail.

Newspaper Work—Detailed descriptions and helpful hints on all phases of this subject are given for the aid of publishers.

Machine Composition—The linotype machine and its product are discussed for the help of the operator and machinist.

Trade Notes—Brief mention of men and events associated with the industry published under this heading.

Advertisements—The advertising section is a directory of representative American manufacturers and supply houses.

Inserts—Four to eight pages in colors each month.

**THE INLAND PRINTER, 632 SHERMAN STREET
CHICAGO, ILL., U.S.A.**

Standard Brand Blottings

offer you that degree of super-quality so necessary in the printing of high class blotter work.

Smooth — Firm — Wonderfully Durable. Compare results with what you are now getting with other grades of blotting.

Ask us to send you samples of *STANDARD* and the following:

"Imperial," "Sterling,"
"Curi-Curl," "Prismatic,"
"Defender" and "Royal
Worcester" (Enameled)
Blottings.

Order a supply to-day.

STANDARD PAPER MFG. CO.

Largest Producers in the World of Fine Blottings
RICHMOND, VA., U.S.A.

WORLD BLOTTING



**No better blotting for
the printing business**

When you find the best printers everywhere using World Blotting exclusively for their high grade printing it is convincing proof of World Brand superiority.

Thirty years on the market—thirty years of unqualified success—that's the guarantee back of World Blotting.

"Hollywood" and "Reliance"—our two cheaper grades—are the biggest value obtainable at the price.

Get Samples of all Three

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

NEW SULTAN SAMPLE BOOK

IS NOW READY

THERE are nine shades of SULTAN shown. Each shade is printed in harmonizing and contrasting colors that are suggestive.

There are three weights—20 x 25-30; 20 x 25-60 and 20 x 25-100.

SULTAN COVERS are especially adapted for classy catalogs and in the heavier weights are extensively used for photo and calendar mounts.

To printers who are in a position to use as good covers as SULTAN we will be glad to send a copy of this new sample book upon request.

Please make application direct or through one of our representatives.

Niagara Paper Mills
LOCKPORT, N.Y.

Latest
Production in

COVER PAPERS

MILLCRAFT

A moderate-priced Cover, with a high-price appearance—

ANTIQUE FINISH

DECKLE EDGE

White, Grey, Cream, Gold, Blue, Green and Brown carried in stock in

26 x 40	-	80-lb.	-	Book Weight
26 x 40	-	120-lb.	-	Cover
26 x 40	-	Heavy	-	" "

Deckle edge and grain runs 40-in. way of sheet.

PARQUETRY

Antique Finish with a parquetry pattern.

A dainty colored and patterned paper, suitable for Announcements, Programmes, Brochures, Christmas and New Year Greetings.

White, Grey, Buff, Green, Blue and Violet carried in stock in

Light Weight, 20 x 26

Heavy Weight, 20 x 26

Samples and prices sent on application.

THE BROWN BROTHERS, LIMITED

SIMCOE, PEARL AND ADELAIDE STREETS, TORONTO



ALL SET

FOR THE HOLIDAY TRADE

Goes

Christmas Pay Envelopes,
Christmas Checks,
Christmas Savings Club Checks,
Merchandise and Glove
Certificates,
Christmas Contribution Envelopes.

SEND FOR SAMPLES AND PRICES

GOES LITHOGRAPHING COMPANY
42 WEST 61ST STREET
CHICAGO



John Dickinson & Co., Limited

PAPER MAKERS

J. M. DENT & Sons, Limited,
Sole Agents for Canada

**HAVE REMOVED TO
25 MELINDA STREET**

PHONE MAIN 585

**ALL DEALERS
SELL THEM**



WETTER Numbering Machines

Can always be depended on for Accurate Work

We have Models to suit all requirements from \$7.00 up

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, New York, U.S.A.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VICE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

DO YOU Want Paper or Bristols? Let us show you the quality we carry

BONDS, BOOK PAPERS, NEWS, POSTER, BRISTOLS, BLANKS, BLOTTINGS, TISSUES, LEDGER, GENUINE AND IMITATION PARCHMENT, PARCHMOID, BLEACHED AND UNBLEACHED GLASSINE, RED AND BLUE GLASSINE, KRAFT AND MANILLA WRAPPINGS, WATERPROOF, TYMPAN, MATRIX, BINDER BOARDS.

SAMPLES AND PRICES ON APPLICATION.

BEVERIDGE PAPER CO., Ltd., 17 St. Therese St., MONTREAL

ST. JOHN, N.B.

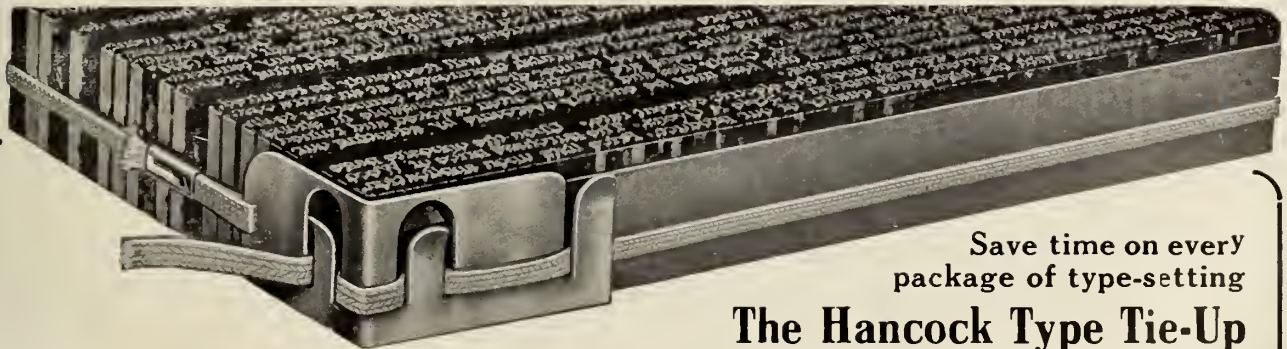
Wm. Reid, 27 Celebration St.

HAMILTON, ONT.

C. A. Murton, 34 King William St.

TORONTO, ONT.

65 Bloor Street West



Save time on every package of type-setting

The Hancock Type Tie-Up

will cut down your composing room costs.

A page can be tied up the Hancock way in from 5 to 10 seconds, and untied in 5 seconds or less. Let us tell you more about it.

H. H. HANCOCK

LYNN, MASS., U.S.A.

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY
TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

AT THE CLOSE OF THE YEAR

We desire to thank our customers throughout Canada for their continued favors during

1917

The conditions have been very trying generally, and especially to the *Printing Ink* and *Roller* branch of the trade. We have endeavored to serve you faithfully and promptly, and trust we have succeeded to your entire satisfaction.

We make no prophecy concerning conditions for

1918

but assure you that we will do our utmost, under existing conditions, to give you the *Best Possible Service*.

With Best Wishes, we extend the Season's Greetings.

MANTON BROS.

Printing Inks, Rollers and Machinery

TORONTO - - CANADA

With the End of the Year Comes the Beginning of a New Year, with Greater Opportunities



NOW is the time to prepare for the coming year, with its expected shortage of skilled labor and increasing costs. In the past you have succeeded in obtaining a profit from your business despite the inefficiency of the old-style composing-room equipment and methods; can you do it next year?

Why not start the year right with the Monotype, reduce the cost of your composition, and secure the advantage of new type in every job, save the expense of distribution, increase the efficiency of your composing room (machine and hand), eliminate a large part of the make-ready in the pressroom, and make both the composing room and the press room more profitable?

Think what it means to get a big increase in production at the same cost, or in fact at a reduced cost, and with less fatigue and strain to the workmen.

Then ask us to show you how it can be done in your plant.

The Monotype will do it.

LANSTON MONOTYPE
MACHINE COMPANY

PHILADELPHIA

NEW YORK

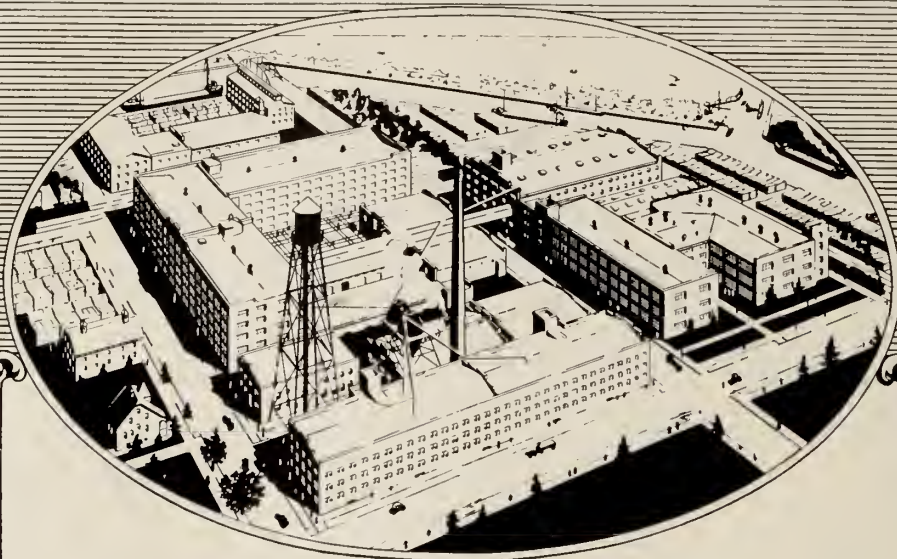
CHICAGO

BOSTON

TORONTO

Monotype Company of California
SAN FRANCISCO





HAMILTON EQUIPMENT FOR PRINTERS

WOOD AND STEEL

Economy of space.

Economy of motion.

Increase in output without increased overhead.

More Profit in the Composing Room

These are the vital points of Hamilton Equipment for you. Send for an efficiency engineer to show you how you can secure these benefits.

*Hamilton Equipments carried in stock and sold by
all prominent typefounders and dealers everywhere.*

THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N. J.

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York St.; Montreal, 345 Craig St. W.
Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot
George M. Stewart, Montreal. Ave., Winnipeg.
Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd.,
27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated
by picas and nonpareils, mailed free
to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Henry Upton of Montreal on Printing Prices

Mr. Upton Compares his Hour Prices with Those of F. M. Kimbark—
Ignorant and Fraudulent Estimating — A Wrong Estimate Hunted to its
Hole—How Fair Prices Can Be Promoted and Secured

By HENRY UPTON, President Dominion Press, Limited, Montreal

MR. KIMBARK'S suggested schedule for presswork, etc., as given in the August issue of PRINTER AND PUBLISHER, would not seem to be warranted by our Company's experience. Our financial statement for the month of August, 1917, shows orders filled to the amount of \$6,699.64, executed at a cost of \$5,437.18, a net profit of \$1,262.46, or 23%. The total capital invested in the Company being \$12,000, the net gain for August is equivalent to 126% per annum, which should satisfy any reasonable stockholder. In this connection it is only fair to mention that were it not for the fact that the capital subscribed has been augmented to the extent of \$13,000 by undistributed profits it would not be possible to finance the volume of business we are now doing, but even if this is taken into consideration the results for August would still show a net profit of 50% on a working capital of \$25,000.

DOMINION PRESS PRICES

The rates ordinarily charged by this Company for press work as compared with those suggested by Mr. Kimbark are given in the following table:—

Press.	Size	Upton	Kimbark	Difference
Platen	8x11	\$0.80	\$1.45	81%
Platen	10x15	1.00	1.45	45%
Platen	14x22	1.25	1.75	40%
Cylinder	24x36	1.50	2.35	57%
Cylinder	25x38	1.50	2.50	67%
Cylinder	28x42	1.50	2.55	79%

If, by using rates from 40% to 81% less than Mr. Kimbark suggests, satisfactory results are obtainable, what possible justification can there be for so serious an advance?

In considering the foregoing your readers will be interested in our ratio of expense to \$1 of sales, which is as follows:

Productive labor	.10
Non-productive labor	.05
Material	.48
Electros and other outside work	.03
Shoe expense	.01
Prime cost	— .67
Cartage	.01
Spoiled work	.01
Depreciation	.02
Selling expense	.04
General expense	.07
	— .82
Profit	.18
	— \$1.00

FOOL ESTIMATORS AT WORK

It is encouraging to know that so many

Few articles published in recent years in PRINTER AND PUBLISHER have been more appreciated than the article by F. M. Kimbark, managing director, Business Systems, Toronto, which appeared in our August issue. Mr. Kimbark's contribution was in the nature of suggested fair hour charges for printing, and was very complete.

The large majority of correspondents have written in praise of Mr. Kimbark's suggested charges; yet, as will be seen, one successful printer does very well on a much lower scale.

Mr. Upton writes very frankly. One wonders if there are others ready to be equally frank in the matter of revelations pertaining to their business and to their hour charges.

The big point is, of course, that printers should know their costs thoroughly and should see that these costs are sufficient to ensure an adequate profit.

PRINTER AND PUBLISHER presents Mr. Upton's contribution on a subject of very live interest in the hope that it may lead others to send their experience—this for the common good.

printers are beginning to realize that the rates hitherto charged are insufficient to offset recent serious advances in the cost of labor and supplies, but I have often been at a loss to understand how it is that those who clamor the loudest for higher selling prices are usually the worst price cutters. This very day I am dealing with a case in which we are asked to cancel an order for 5,000 letter heads to be embossed from a die 8 x 3 on 20-lb. Empire Bond, overprinted in red with usual strike clause and boxed, the reason given being that another house offers to supply the goods for \$23, exactly one-half our price. The veriest amateur should be able to see the absurdity of this, and I can only conclude that the aim of the best intentioned

proprietor is often defeated by some fool estimator in his employ. Some time ago we lost, to a very good firm, by approximately \$200, an order for 20,000 portrait pictures, 11 x 14, to be printed four colors on 3 ply Translucent and stippled. We did the job on three previous occasions at a price of \$30 per M., and although our cost sheet shows that on the last issue we made a profit of \$160 we did not feel warranted in meeting a cut in price in view of the possibility of trouble experienced on a previous occasion in getting the colors to "bite," a contingency which deprived us of the use of a press for three days, during which period the ink manufacturer and paper dealer each strove to shift the responsibility to the other's shoulders.

SOMETIMES ESTIMATORS ARE DECEIVERS

The general idea seems to be that by raising the hourly rate the problem of inadequate prices will be solved. This does not necessarily follow, as unless ample time is allowed for the various operations the printer may be no better off. To illustrate: this Company recently received from an old customer an order for 2,000 invoice sheets (fold over style), size 24½ x 14, for which he was charged \$50. A day or two later the customer informed us that another printer had offered to duplicate the order for \$35, the natural conclusion being that he had been overcharged \$15. The following is an extract from our reply:—

"On receipt of your valued order we figured the job, as is our custom whether or not a price in advance is desired. According to the estimate then prepared, the cost (including our regular percentages for overhead expense) amounted to \$47.35, to which would be added our usual profit, 10%, making a grand total of \$52.08, and had a price in advance been asked for our quotation to you would have been \$52. The actual cost on completion proved to be slightly less than our estimate. You were given the benefit of the saving effected, the goods being invoiced to you at \$50; in other words, you saved \$2 by trusting to our integrity.

"Immediately on hearing from you that another printer was prepared to duplicate the order for \$35 we referred the matter to the cost expert of the Canadian Manufacturers' Association (Graphic Arts Section) recently brought on from the United States with a view of bringing about

greater uniformity in the prices quoted by printers in this city. The expert's estimate, which is herewith submitted, is \$52.19. To make doubly sure we asked one of the oldest and most reliable printers in Montreal for an estimate. He, as you will see, values the job at \$53, and by so doing again demonstrates the reasonableness of our charge.

"We next saw your printer's would-be successor who somewhat reluctantly produced his estimate, the total of which, by the way, is not \$35, but \$39.75. A comparison of his figures with our own disclosed the fact that the punching and numbering had not been provided for in the former, while the ruling, which at the very moderate rate of 50c. per ream would be worth \$8, appears in his estimate at exactly one-half that figure. The most serious discrepancy, however, is in the material, the value of which he reduces to \$16 by substituting a different paper from that specified, the respective values being 14c and 22c per lb. By the time these discrepancies as well as a slight error in his addition are rectified our competitor's total is \$56.79, so that had you seen fit to accept his offer and insisted upon your specification being lived up to he would have been considerably out of pocket."

CORRECT ESTIMATING

While my object was accomplished when the customer expressed himself as satisfied that he had been fairly dealt with, I was interested, incidentally, in ascertaining how it was that the Canadian Manufacturers Association as well as the other printers concerned ultimately arrived at practically the same result as ourselves regardless of the fact that their rates are nominally 50% higher. This I found was due to a tendency to underestimate the time allowance. The ruling, for instance, which involved the passing of 16 reams of double cap was estimated at four hours. It was admitted by all concerned that the preparatory work (mounting pens, etc.) would take at least one hour so that the feeding would have to be done in three, or at the rate of 5 1-3 reams per hour, a feat which any practical ruler knows is a physical impossibility. If ruling and press work were estimated by the ream, or per 1,000 impressions according to size of sheet, this difficulty would disappear.

JOBBER AND MIDDLEMEN ARE PRICE-CUTTERS

My experience is, however, that the most serious price cutting is indulged in not so much by those whose rates or time allowance is too low as by jobbers or middlemen, who, for some occult reason, are able to buy paper at the same price as the *bona fide* printer. These men, when competition is keen, are often satisfied with a margin of \$10 or so on a \$300 job. Being under no expense they can afford to provide material at cost and even to divide with the customer the 10% commission (or whatever their rake off may be) allowed them by the unfortunate printer to whom their orders are farmed out at starvation prices. If Master Printers' Associations would give some attention to regulating abuses of this nature, the trade generally would be in a better position to cope with ignorance in their own ranks and to give attention to the amelioration of conditions which keep many a printer all his days on the ragged edge of poverty and make him a thorn in the side of those who know better.

Mr. Kimbark has the right idea when he suggests that his proposed fair hour charge list be not binding on anyone, but issued simply as a guide for the public

and printers generally. A great deal of harm has been done in the past by printers agreeing to live up to certain arbitrary schedules, only to forget all about their undertaking five minutes after leaving the meeting. Such people imagine they are deceiving their associates; in reality they deceive nobody but themselves. Education, in my opinion, will aid materially in overcoming the difficulty; coercion never will.

Unquestionably, one of the powerful influences which has brought about the increased interest in cost finding was the fact of the indorsement of the Standard Cost Finding System by the Federal Trade Commission and the issuance of certificates by the American Printers' Cost Commission to those members of the



BERTRAM R. BROOKER

Recently made advertising manager of the *Regina Leader*. Mr. Brooker has had considerable experience in both the editorial and advertising departments of all three Winnipeg dailies, leaving the *Telegram* of that city for his new post. For five years Mr. Brooker held an executive position with the Grand Trunk Railway in the West.

organization who sent to the national office their annual reports for use in the compilation of the composite statement.

ESTIMATING DEPARTMENT

The total number of estimates furnished members was 252, the amount represented being \$108,815, the average of each estimate being \$431.80.

The estimating department has proved a valuable aid in many ways. The estimates furnished members have given them the courage to charge the correct prices for their product; has saved them many dollars by checking estimates and discovering errors, and has helped to secure the right price where the customer has raised the question of the correctness of charges made for work.

Many letters have been received showing the value of the estimating department, the following extract indicating the general tendency of such communications:

"When your estimate arrived, we showed it to our customer and they immediately paid the account in full and said they were sorry they put us to so much trouble. This goes to show the

confidence the buying public has in the methods of the national organization."

* * *

The foregoing should be read with attention by many printers in Canada who confess their need of, and desire for, a full knowledge of cost-finding and estimating.

CAMPAIGN NEWSPAPER

ON November 9 the first issue of a new Liberal weekly appeared from the Liberal Headquarters at the Capital. It will be widely distributed during the campaign, and by opponents of the Union Government is expected to be a factor in the fight. The first issue contained Sir Wilfrid Laurier's election manifesto in full. The editorial foreword for the new publication described the Union Government as "an organized menace to our democracy." It said in part:

"The Liberal party, standing upon the rock of constitutionalism, has refused to be swayed by appeals to prejudice and passion, by hysterical rhetoric and meaningless phrases. Behind the ostensible purpose of the formation of a Union Government stands revealed the handiwork of the predatory interests which have so long held power in the Dominion. To the furtherance of ends having to do with material gain and the exercise of privilege has been prostituted the sacred cause of patriotism; under the guise of unity come dissension and race hatred and partisan greed. It is the duty of the Liberal party under the leadership of Sir Wilfrid Laurier to expose the real cause of the formation of an organized menace to our democracy and to expose this conspiracy in plain and unequivocal language."

LIBERAL NEWSPAPERS

OF ALL the daily newspapers of any importance in the Dominion east of the Great Lakes, only two or three remain with the Laurier cause. All the strong Liberal papers in Ontario in particular are supporting the Union Government. The exception is the *London Advertiser*. The rest are for Union—for instance, the *Toronto Globe*, the *Toronto Star*, the *Hamilton Times*, the *Brantford Expositor*, the *Woodstock Sentinel-Review*. Dailies asking to be considered independent of party at all times, such as the *Hamilton Herald* and the *Ottawa Citizen*, are in the same line. If the Liberal and independent press is any criterion, Ontario is overwhelmingly for the Union Government.—*Ottawa Journal-Press*.

"THE GRIT" NEWSPAPER

AN election sheet, styled *The Grit*, a propaganda daily newspaper for the section of the Liberal party favoring Sir Wilfrid Laurier's policy, is being issued in Toronto by the Grit Press, Limited, Toronto, from an office in the Royal Bank Building. While it has the appearance of a newspaper, its contents consists wholly of political material, pro-Laurier and anti-Union Government in character. The presumption is that it is intended to die on December 16.

NEW MONTREAL PAPER

A NEW English daily entitled *The Truth*, devoted to Liberal interests, made its first appearance in Montreal last month.

How Wisconsin Daily League Gets Advertising

A League Eight Years Old—How it Works—The Service it Renders—How it Develops Advertising—How it Promotes the Prosperity of Publishers and Printers—Something About Clubbing

By H. H. BLISS, Secretary, The Wisconsin Daily League

THE Wisconsin Daily League eight years ago started with half a dozen or more live publishers. They came to see these things that I have spoken of, to appreciate the condition of the Wisconsin newspapers and the Wisconsin situation.

The metropolitan papers of Wisconsin had advertised the idea that they covered the state, so the publishers of the League decided this impression should be corrected—it is out of the question for any paper to substantiate the claim of state covering, which has been advanced so frequently by metropolitan papers the country over.

The League realized that the newspaper publisher must meet the advertiser half way and make the advertising in their newspapers a matter of as much ease, comparatively at least, as is the placing of business in any other media of publicity. We decided that organization was the only solution, and in the years that followed there were times when we were discouraged, but we held to that basic thought and we have secured a great amount of business that has been given to us because our idea was rightly founded. We have made the investment of money as secure in our mediums as it is possible in any method of publicity. We realized we must pull down the barrier which lies between the advertiser or agent and the paper—by giving full information and rates.

CO-OPERATING WITH THE ADVERTISER

The Wisconsin Daily League has found that the advertiser must be helped to distribution and by co-operation in practical ways and so by the production of commercial surveys of our various fields as suggested to us by Jason Rogers we discovered that the advertiser appreciated these things and was interested in the greatest medium of the masses—the inland newspaper. When the advertiser's representative calls upon the newspaper publisher in the League territory, he is able to secure the information he desires, which is ready at the time of his business call on that particular city. Advance information has been sent by bulletin to the publisher so that he is ready.

The publisher co-operates with him to see that his stock is properly placed with the dealer and urges window display, etc. The League members have been active in co-operating with the kind of manufacturers that are worth helping. As a result, we have carried in the past few years, such accounts as Huyler; Gunz Durler Company; Collins, the Fox Man; Fox & Son; Bunte Brothers; Cocoa; Jones Dairy Farm products; Old Home Farm Products Company.

The League furnishes stereo plates and mats at near cost, and writes copy if the advertiser desires. The point of full service we find an attractive feature and one which the unsophisticated advertiser is interested in. There are many general ad-

The accompanying account of how a league of State newspapers is fighting successfully the competition of metropolitan dailies ought to be good reading to Canadian publishers who find themselves and their interests menaced by the aggressive intrusion of metropolitan dailies into their fields.

Publishers in Canada are not doing nearly enough in an organized, united way to develop advertising—local and national—for themselves. This is due to two things: (1) The idea of organized united effort is scarcely born yet; and (2) The idea, if possessed, has yet no ardent champion or salesman. It may be several years before a league patterned after the Wisconsin model is organized in Canada. In the meantime, PRINTER AND PUBLISHER hopes that, in reprinting this article by the Secretary of the Wisconsin Daily League, it is planting a seed that will take root.

PRINTER AND PUBLISHER, let it be said, commends the aggressive spirit of metropolitan dailies, and lauds all their legitimate efforts to promote their circulations in remote territory, if this be their desire; and all their legitimate efforts to procure national advertising, even at the expense of small city dailies and country weeklies. But PRINTER AND PUBLISHER believes that small city daily and country weekly publishers ought to be equally aggressive in their objectives, and ought not to face the competition of metropolitan dailies "lying down." It is a case of "The devil catch the hindmost,"—and the hindmost too often are the smaller community papers, dailies and weeklies; and they are hindmost because they are not organized and strong to fight, and to plead their case.

The Wisconsin idea is worth discussing at some convention of small city daily and country weekly publishers.

vertisers undeveloped in every state and the wonderful story the League tells of co-operation appeals instantly.

POLITICAL ADVERTISING DEVELOPED

Political advertising, especially those announcements for various state offices, etc., has become a large business in the League. The political parties of the state recognize the League as the quick medium for reaching a million of the state's best population, and the best part of it is that the business we develop does not question the rate. The service rendered is so stupendous that rate has no sting to it.

The League was instrumental in changing the advertising appropriation for the annual Wisconsin State Fair from the bill boards and banners to the newspapers, so that now the state papers, both daily and weekly, are receiving practically the entire advertising fund,—a very sensible change for the state fair, too, by the way. Orders are just going out for this year—\$35 is the usual allotment for daily papers. I could recite many experiences that would make you uneasy to get home to start something in your own state, because it means more money in the cash drawer.

LEAGUE HAS SECURED BETTER RATES

There is another phase in the League work which has been profitable to the members. This last session of the legislature, our legislative committee was instrumental in having the law for legal rates amended so that it was raised from 60 and 35 to 75 and 50 per folio per insertion. We have been able to assist in having laws passed which helped the revenue of the newspaper. We have been able to have laws withheld that were aimed at the newspaper through disgruntled politicians.

Our legislative committee is called to the capital many times to appear before committees—I think eight or ten times the past session just closed. We have helped advertisers whose sales in the state were threatened through the enactment of law and through some movement, the accomplishment of which would serve no useful or beneficial public purpose.

We co-operate with the state agricultural department and they in turn recommend that the manufacturers make use of newspaper advertising. It may be for instance, silos or land clearing apparatus, and we do get some business from it. The Du Pont De Nemours Co. used 12 papers with a 10 inch ad. 10 times and reissued again in as many more.

PROMOTES INTRODUCTION OF A COST SYSTEM

The Extension Division of University and the printers and publishers of the state work in conjunction, and the League has much to do with starting the movement to bring the weekly paper up to the standard through the introduction of cost system, surveys by a field man, Mr. R. G. Lee, who will speak to you later and will tell you of the benefits derived not only to the individual publisher, but the newspaper situation as a whole in the state.

Our members are keen to place the League's claims for recognition as a state-wide publicity medium before prospects in their own communities. We have, in fact, come to be recognized as the Wisconsin medium for state-wide publicity, and this has resulted in quantities of advertising which come direct, because of this impression which has been created. The work is strenuous, but it pays. There are

live publishers in every state that are facing the same problems that we have faced. The time is present to shake off the old lethargy and get into action. Other states have and are taking up these problems. What are you doing?

OTHER SIMILAR LEAGUES

The League has been called upon for advice in the formation of a number of similar associations—some have been successfully conducted—have made business for the publishers, such as the Washington Association of Weeklies; the Oregon Select List of Dailies. The Illinois Daily League and the Hoosier Daily League are both fairly young and promising. The Wisconsin Weekly publishers are ready and will soon get in on a business basis.

There should come a time when the newspaper business as a whole will be in the same position to correlate the data about the newspaper fields and the situation as a whole in the same way that the magazines, billboards and other mediums are carrying on the work. There should be and will be a time when we shall all join forces state by state, and put picked, trained men into the development field, so that we shall be represented in the big movements and can place our claims for recognition with the advertising agencies in the proper manner, so that we can be placed upon directorates and committees in connection with advertising work, to take our place, in fact, as we should. We have too long been the door mat of the universe, too long have we pulled the chestnuts out of the fire that other publicity mediums might benefit.

ABOUT CLUBBING

Why should publishers let magazines, farm journals, etc., into their territory on a clubbing basis. We look at the present and forget the future, which spells but one thing—loss to us, because Mr. Advertiser looks over the field from the magazine or farm journal standpoint and finds they cover your field so he doesn't need our paper. Turn the rascal down, and don't you ever give away your space.

There are hopeful signs in these recent state business organizations. I think the worm is turning slowly. Let us see if we can't push him over so that he will turn the trick more quickly. The splendid co-operation which the various advertising journals and organizations are giving is helpful. There is more intelligence among newspaper publishers properly harnessed than in any other line of endeavor. There are over 22,000 newspapers in the country and this represents a terrific force.

THE LEAGUE HAS AN ADVERTISING MANAGER

The Wisconsin League has recently put on an advertising manager, a high-priced man to develop business in our own state. He is laying a splendid foundation for us and if the war tax ever settles itself so normal business can resume, we shall wallow in new advertising.

FARMER'S ADVOCATE APPEALS

THE Winnipeg *Farmer's Advocate* are arguing in the appeal court against the judgment by which their suit for \$7,000 against the Master Builders' Company, of Cleveland, Ohio, was dismissed. The plaintiffs allege that they suffered great damage by reason of the flooring placed in their building by the defendants disintegrating, and claim that the floor coating supplied by the Cleveland firm did not fulfil the guarantee made for it.

QUEER LIBEL CASE

ONE of the most unusual libel actions, if not the only one of its kind in Canada, was tried in London last month. Ex-Ald. William Wilson was the plaintiff, and his claim against the London *Free Press* was that his name had been consistently left out of that newspaper. Following a difference with the plaintiff when he was a member of the City Council, the *Free Press* municipal reporter was instructed to omit the name of Mr. Wilson from his City Hall reports. *Free Press* reports were produced, showing that the plaintiff was always "an Alderman," "another Alderman," or "the same Alderman."

The jury returned a verdict for the defendants, the plaintiff to pay costs.

WAR ALBUM CASE

F. B. FEATHERSTONHAUGH was acquitted and R. M. Heffernan and Harry Ainsworth, two returned soldiers, were convicted by Judge Winchester in the York County Court last month on a charge of conspiracy laid against them by the Great War Veterans' Association. Heffernan and Ainsworth were allowed to go under suspended sentence, and their counsel, J. W. Bain, K.C., asked for a stated case, which will come up for argument shortly. It was alleged that the accused had secured subscriptions for a book known as the "National War Memorial Album," by representing that the proceeds were to go to the Great War Veterans' Association. Mr. Featherstonhaugh testified that he had instructed all the agents for the book not to use the name of the War Veterans' Association, while Ainsworth and Heffernan denied that they had represented that the association was to benefit, and had merely declared that a minimum of 20 per cent. of the net profits would be devoted to the cause of returned soldiers. In soliciting they had in one or two instances exhibited a letter from the general secretary of the G. W. V. A., in which he expressed his approval of and sympathy for the project.

FARMERS ENTERTAIN EDITORS

DIRECTORS of the United Farmers of Ontario were the hosts of a luncheon to members of the editorial staffs of the Toronto newspapers. Hon. W. J. Hanna, Food Controller, was also present. The object of the gathering was a discussion of some of the problems arising out of the question of food production and supply, and the farmers' part therein. The opinion was expressed by a number of the speakers interested in agriculture that there was considerable feeling between the rural and urban dwellers, and that to some extent the newspapers were responsible for this, because, it was said, their reports and editorials held up the farmer as one who was making money out of the war through the increased prices of foodstuffs.

For the newspapers it was argued that the view of the agricultural men was based largely on indifferent or careless reading of the newspapers.

E. C. Drury was rather severe in his criticism of the city newspapers toward the farmers.

His attitude was frankly discussed later by Messrs John R. Robinson, of the *Telegram*; Jennings, of the *Mail and Empire*, and A. E. S. Smythe, of the *World*, with the result that before the meeting adjourned there was considerable straight-

ening out of the opposing schools of criticism, and it was found that the editors and the farmers were much nearer to each other than the earlier views recorded seemed to indicate. H. B. Cowan, publisher of *Farm and Dairy*, Peterboro, also addressed the meeting.

DIRECTORY SWINDLERS

SOMETHING new in advertising was discovered in Brooklyn recently, when seven men connected with the Brooklyn Directory Publishers were arrested on complaint of the Advertising Club of New York and the National Association of Directory Publishers.

By the use of "trick" city directories and contract blanks about \$100,000 a year had been added to the company's income during the last three years. This amount, it is said, was collected in Brooklyn alone, but still greater sums had been obtained in Baltimore, Philadelphia, Boston, Chicago, San Francisco, and in other cities of the country.

Directories without dates and with the pages unnumbered were used. When an advertisement was obtained from a business man, the contract called for collecting the money for it "on publication." The advertisement was printed on a loose sheet and slipped into the directory in some good advertising position. When the advertiser saw his "ad" in the book, of course he was satisfied. But his "ad" could be removed as easily as it was inserted.

BUSINESS PUBLISHERS ENTERTAIN

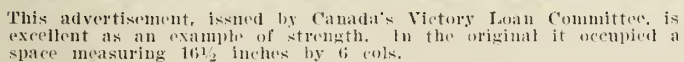
ACTING in conjunction with the mayor's defense committee, the editorial conference of the New York Business Publishers Association tendered a luncheon to a commission from the British Ministry of Munitions at the Automobile Club of America, in New York, November 13. About 200 members and guests were present.

"It is particularly satisfactory," said Chairman Beecroft in calling the meeting to order, "that the editors of business papers should be accorded the distinguished pleasure of entertaining this mission to-day, as business papers are the natural channels through which our great industries of this country are reached; and as this is a war of industries as well as of the men at the front, it is highly desirable that our industries get through such channels as afforded to-day an opportunity of learning what the industries in the old world have done."

At the suggestion of the mayor's committee several representative New York publicists in the newspaper and magazine fields were invited to attend. Among those present were:

Ogden Mills Reid, *Tribune*; Melville E. Stone, Associated Press; Hamilton Holt, *Independent*; George P. West, *Public*; Dr. E. A. Rumely, *Evening Mail*; Russell R. Whitman, *Commercial*; Ernest H. Abbot, *Outlook*; John A. Fitch, *Survey*; Phillip J. McCook, director of the Hall of Records; J. B. Buell, secretary committee on industry and employment; and Miss Frances Kellor, vice-chairman, National Americanization Committee.

Alfred Moore, at a meeting of the City of London Corporation, moved that the Home Secretary be asked to include in the prohibition of whistling for cabs the cries of newspaper sellers. The motion was carried.



Here's the situation—
You are either going to buy Victory
Bonds or you are not.
If you are going to buy—why wait
longer?
You've read or heard all of the
reasons.
Every effort that is humanly pos-

Wire—phone—or take your subscription to the local Victory Loan Headquarters to-day.

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.

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It is becoming daily more apparent and this opinion is shared by leading men on both sides of the water that an early termination of the present terrible war is not probable but that it may continue for many months to come.

It is likewise daily becoming more apparent that while we need Men and Munitions we need Money fully as badly, and that President Lloyd-George's memorable dictum may yet prove true that the War will be won by the last Side to fail! It is money that buys food and clothing for the men at the front, that builds ships to carry their over seas, and that supplies them with the arms and munitions they need; while the soldiers at the front in their arms before the line, and the sailors, and subject to the most cruel and inhuman abuses and tortures. In fact without money we could not "win" the war for it is money that is the motive power which impels the entire machinery of war, backed by the almighty will and the quality of the "Men Behind."

It has perhaps not been emphasized often enough that it costs one million dollars a day to feed, clothe, shelter, transport and maintain the Canadian army and that this cost is bound to increase. We must, therefore, not only raise money to meet this cost but we must raise money also to extend credit to Great Britain that she may continue her purchases in Canada.

[illegible]

We, therefore, appeal to you as Lord Northcliffe, appealed to the Convention of the American Bankers' Association just previous to the floating of the Great Liberty Loan in the United States, to 'bring up the massed battalions of finance' and by subscriptions, big and small, "smother the Hun" and assure his overwhelming defeat.

Remember, if you do this you will not only be showing true patriotism but you will be setting your own priorities—and doing a great stroke of business. For these Victory Bonds will not only help to bring Victory and Peace nearer but they are guaranteed to be the best in the world—giving you a handsome return on your money.

[illegible]

NOTE: This page is given over by the Kingston Daily Standard absolutely free of cost, and in co-operation with Kingston representative business men, in order to help the good cause along. It will appear a number of times, and it ~~appears~~ ^{appears} again. Is not on the list and you desire to have it on send or telephone it to this office. The Standard will gladly add it to the list.

REMEMBER- We give the page to the Cause. All we ask is your name, your address and your cooperation. It will cost you nothing.

Page developed by the Kingston *Standard*. Kingston representative business men co-operated in the matter of producing and publishing this page. Publishers and others who assisted in this and other ways to have the Victory War Loan well advertised performed a national service of value.

This page was donated by the Regina *Leader* to the cause of the Victory Loan. The co-operation practised by the Canadian press in making the Victory Loan a great success deserves recognition and commendation.

This page in the *Toronto Daily News* was made very striking by a splash of red, to indicate blood, on the bandage about the forehead (shown in black in the reproduction). The quality of the advertising, of Victory War Loan bonds appearing in Canadian newspapers everywhere was almost beyond praise.

Free Press Overseas Edition

CHRISTMAS, 1917

Things that have happened and are happening in and around the Free Press Building
Published by the Staff, for the Free Press Boys Overseas.

Greetings

The President, Officers and all the Employees of the Manitoba Free Press Company send Christmas greetings and all good wishes to the lads of the staff overseas, accompanied by the heartfelt hope on the part of all that 1918 will witness the accomplishment of the great work and a happy reunion of the "Free Press" family.

E. H. MACKLIN, President

To the "Free Press" "boys" overseas, from the "Free Press" stay-at-homes—young and old, men, women and youths—greetings and all good wishes.

Though this season of Christmas makes the occasion for the formal acknowledgment, by these accompanying reminders of our regard and affection, this is but an evidence of a continuing state of mind.

You who have fared overseas at the call of your country to defend the right are held by your old-time associates of the "Free Press" in constant and admiring remembrance, which but deepens with the passing of time.

We recall the past with the old care-free days before the war, we glory in the present with its lengthening story of your devotion and sacrifice, and we look forward with eager expectation to the future when our own shall return to us from trench and battlefield, camp and hospital, bringing with them, in the Spartan phrase, "their shields."

For Christmas you will have that deep happiness which comes from duty bravely done, may there be with it brave comradeship around the fires that for the time replace the hearths of home, good cheer in keeping with the day, and the high courage to remember old days and absent friends and so find in this strength and comfort.

For the year to come we wish you the fitting reward for your sacrifices and perils in that victory for democracy and liberty which an endangered world in agony awaits. For 1918, victory! Peace and home! Speed the day!

J. W. DAFOE, Managing Editor

SPECIAL OVERSEAS PARCEL EDITION DEPARTMENT GOSSIP

FREE PRESS ADVERTISING DEPARTMENT

C. E. Colling, formerly with Winnipeg Press Co., has been transferred to the advertising department of the Free Press. Mr. Colling has been with the Winnipeg Press Co. for some time and has been very successful in his work. He is now in charge of the advertising department of the Free Press and is doing a very good job.

PRESS ROOM

The press room is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

SCAOPS

The press room is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

FREE PRESS PRAIRIE FARMER

The Free Press Prairie Farmer is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

FOREIGN CIRCULATION DEPARTMENT

The foreign circulation department is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

CITY CIRCULATION

The city circulation department is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

SPECIAL OVERSEAS PARCEL EDITION ACCOUNTING DEPARTMENT

The accounting department is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

GONE WEST

The accounting department is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

COMPOSING ROOM

The composing room is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

ACCOUNTING DEPARTMENT DAYSIDE DITTIES

The accounting department is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

WHY?

The accounting department is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

TOO LATE TO CLASSIFY

The accounting department is now in a very good state of affairs. The new press has been installed and is doing a very good job. The old press has been sold and the new one is now in use. The press room is now in a very good state of affairs.

Front and inner pages of a small (6"x9") "overseas edition" of the Winnipeg Free Press which was included in hampers sent to Free Press boys overseas. This was a fine idea.



THEY say, who have come back from Over There, that at night the troubled earth between the lines is carpeted with pain. They say that Death rides whistling in every wind, and that the very mists are charged with awful torment. They say that of all things spent and squandered there young human life is held least dear. It is not the pleasantest prospect for those of us who yet can feel upon our lips the pressure of our mothers' good-by kiss. But, please God, our love of life is not so prized as love of right. In this renaissance of our country's valor, we who will edge the wedge of her assault make calm acceptance of its hazards. For us the steel-swept trench, the stiffening cold—weariness, hardship, worse. For you for whom we go, you millions safe at home—what for you? We shall need food. We shall need care. We shall need clothes for our bodies and weapons for our hands. We shall need terribly and without failure supplies and equipment in a stream that is constant and never-ending. From you who are our source and reliance, who are the heart and hope of that humanity for which we smite and strive, must come these things. Buy your country's bonds.

—A RECRUIT GOING OVERSEAS

This "copy" appeared originally in the New York World and was used as a portion of the text of a page advertisement donated by the Halifax Morning Chronicle to the cause of the Victory Loan. The text is reproduced here because of the elevation of its spirit, and for its fineness as a piece of impassioned writing.



The enterprise of the Algers, proprietors of the Tweed News, in producing this map to "sell" their field to national advertisers and agency men, is very much to be commended. Note how much better and more attractive and more impressive this style of map is than the common type of map. Other publishers can get a "tip" from this idea.

Profit-Sharing to Become a Post-War Subject

George W. Perkins Gives Expression to Some Considered Views—Obstacles in the Way—Complete Mutual Confidence and Honesty are Prime Essentials of Satisfactory Profit-Sharing Plans

PROFIT-SHARING or Labor Co-partnership is occupying a front place in the thoughts of both capitalist and laborer. Many regard it as the surest road to "betterment of relations" between employer and employee. The opinions of well-known capitalists, who have made trial of profit-sharing, on both sides of the Atlantic are worth studying, and one is here reproduced. The opinion of George W. Perkins, of the National Dry Goods Association of America, who is recognized as the leading exponent of the system, is as follows:—

GEORGE W. PERKINS GIVES HIS VIEWS

I do not look upon profit-sharing as a philanthropy, form of benevolence, on a par with gifts at Christmas, or bonuses at the end of the year. No self-respecting working-man wants something for nothing, and no broad-minded employer can afford such an arrangement. The kind of profit-sharing which is genuine promotes thorough efficient co-operation between employer and employee, the same as that practised between partners in business.

Close observation, coupled with considerable experience, has convinced me that practically all of the many failures of profit-sharing plans, both in this country and in Europe, have occurred because at bottom the plans were not honestly devised nor equitably worked out. In nine cases out of ten, at some point in the practical application of plans that have met with failure, the fact has developed that they were not mutually beneficial; they either did not enhance the efficiency of the men in such a way as to satisfy the employer, or else they did not distribute profits in such a way as to benefit and satisfy the employees. No partnership where profits are shared by two, or half-a-dozen, partners could last any length of time unless mutually beneficial, and, therefore, no larger partnership where profits are shared can ever be expected to last unless beneficial. No man or firm or corporation that is thinking of adopting profit-sharing need give a second thought to it with any hope of success unless prepared to approach it in this spirit and deal with the subject in an absolutely honest, open and broad-minded manner.

SOME BOTTOM THINGS

Every business has a certain amount of fixed charges. Assuming, of course, that it is honestly and fairly capitalized, it must earn those charges before any profits can be divided among partners or stockholders. Wages and salaries are paid to employees in exchange for services that are supposed to earn at least the fixed charges of the business. I believe that this should be taken as the basis of profit-sharing. Almost every business can well afford to lay down the principle that wages and salaries are paid to earn fixed charges, and if anything is earned above fixed charges a certain percentage of such surplus earnings or profits should be allotted to the employees of the organization, as nearly as possible in propor-

When peace comes, and the troubles with mortal alien foes come to an end, Labor and Capital all over the world are going to come to grips; and this means conflict in the printing and publishing world.

The War has brought Labor and Capital together, especially in Great Britain, very closely and the adjustment of difficulties there may be accomplished more readily and speedily than in this country.

What Mr. Perkins, a former J. P. Morgan partner, has to say on the subject of Profit-Sharing is worthy of close reading, and PRINTER AND PUBLISHER reports what Mr. Perkins has said, not alone because it is a message to both employers and employees in the printing and allied trades, but because it is food for the thought of editors—the moulders of opinion.

tion to the value of their respective efforts in bringing about the greater success.

Under such an arrangement each employee becomes, as nearly as possible, a working partner in the concern; for if the concern is a partnership with, say four or five members, the partners themselves draw out during each year what, in a way, might be called salaries, viz., approximately the amount of money necessary to meet their general living expenses, leaving their surplus profits in the business—perhaps every few years withdrawing certain sums of money to invest in other enterprises. Any partnership or profit-sharing plan that divided up profits and withdrew them in cash at the end of every year could not last very long.

Almost all profit-sharing plans have divided profits with employees on a cash basis and turned the money over to the employees every so often, usually once a year. The result has been that if a man earning \$500 a year as a salary received \$100 at the end of the year from a profit-sharing plan, he promptly lifted his living expenses from a \$500 basis to a \$600 basis, and began to look upon his income as a \$600 rather than a \$500 income, and the extra \$100 meant nothing to him so far as increasing his activity or heightening his intellectual efforts in the business was concerned. Then if a period came along when business was dull or poor and he did not get the extra \$100 he would find fault with the owners of the business, and would become grouchy and inclined to lose interest in his work.

There is, therefore, a weak link somewhere in such a programme, and the weak link is that profit-sharing cannot be substantially successful, either for employer or employee, unless coupled with profit-saving.

THE VIEWPOINT OF CAPITAL

Looking at it from the viewpoint of

capital, the object to be accomplished through the adoption of profit-sharing is higher efficiency from employees. Looking at it from the standpoint of the employee, the object to be accomplished is higher and more equitable remuneration for services rendered. Therefore, any profit-sharing plan that fails to accomplish both of these results breaks down sooner or later.

In establishing this principle it is all important that the organization, the wage and salary earners know in advance exactly what they are expected to accomplish each year. They should be told frankly at the beginning of each year how much money it took to meet fixed charges during the preceding year, and that if they earn certain fixed amounts, on a graded scale over and above said fixed charges, then certain percentages on a graded scale upwards will be allotted to them. This offers definite goals for an organization to buckle down to and work for and it is astonishing how such an offer will heighten the *esprit de corps* of an organization, will wipe out little petty jealousies, will make a man in one department eager to pass his good ideas on to the man in the next department, all vying with one another to accomplish the one great result. Gradually as a number of men in the organization become small owners in the business, you broaden and deepen their interest in their work. They begin to think of it, speak of it, work for it, as their business, not your business or somebody else's business, and in place of "knocking" it they praise it.

BONUS SCHEMES FAULTY

This way of profit-sharing is vastly different from the many bonus schemes in vogue; vastly different from the arbitrary setting aside in a prosperous year of a certain lump sum of money and dividing it on a percentage basis among the employees. Under such arrangements no man who gets any of the money has any very definite idea of what he did to earn it, where it came from or what he individually can do to help and ensure the receiving of some such sum during the coming year. In fact, such bonus-giving, very erroneously called profit-sharing, I am convinced has done a great deal more harm than good, for in many instances it has caused employees to feel that the reason they were receiving said bonuses was because the business was earning fabulous sums of money, a tiny little bit of which was thrown to them as a sop to make them feel kindly disposed towards the owners or to ward off a demand for a general increase in wages. In short, such bonus-giving simply stirs up rather than alleviates trouble.

TAKING DOWN THE SHUTTERS

Profit-sharing on the basis I favor is sometimes objected to by men or concerns who do not wish to let even their own employees know how little or how much money they are making each year. To

such men I always say—and each year I am more and more certain that I am right in saying—that they are very short-sighted if they do not make haste to change their policy. If they are not making enough money, if the business is running on a close margin each year, then by all means they should set their situation before their men, adopt such a profit-sharing plan as I have outlined, and get the genuine co-operation of every single man in lifting their profits and putting their business in a prosperous condition.

As for the man who is making so much money that he is afraid to let even his own employees know how much he is making, to that man I say that he is the type of man who, more than any other, is responsible for the serious differences existing between capital and labor; for with the growing intelligence of the masses, how can he expect such a condition to continue? It is unnatural in the first place, and wrong in the second place, and every year, yes, every day makes it clearer and clearer that such conditions will no longer be tolerated and must speedily pass away.

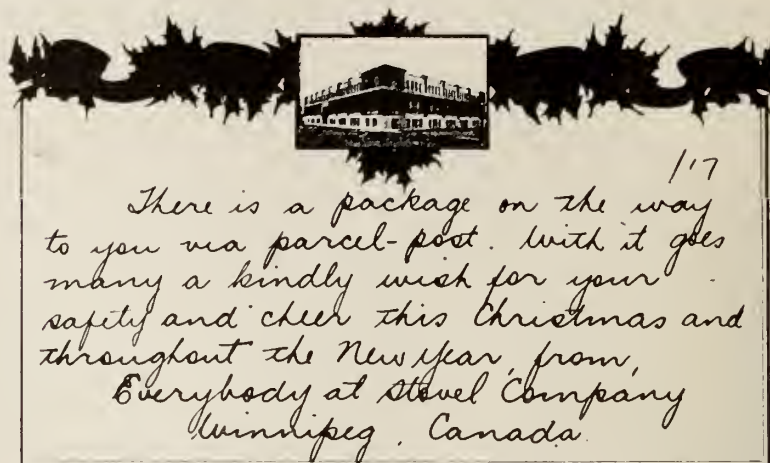
One reason why a man who is making handsome profits does not want to publish them or let any one know about them is the fear of his competitors. Another reason is that he wants to put those large profits away for a rainy day when business may not be so good. Such a man's best protection against the competitors is an organization of the highest possible efficiency. Every day efficiency of organization becomes more and more important; indeed I believe that to-day it is more important than capital, for with efficiency a man can get capital, but capital alone does not necessarily put efficiency into a business.

I am convinced that labor is entirely willing that capital should have its fair reward and proper protection, but in this country we have had too many instances where capital has taken extortionate re-

Profit sharing, nevertheless, if approached in the proper spirit, can be successfully accomplished in a small business; and if applied generally would remove to a considerable degree the dangers that are menacing modern industry, and which are largely caused by the feeling on the part of the masses that they are not getting their proper proportion of earnings through wages.

manager of the *Saturday Evening Post* and *The Ladies Home Journal* and, until his recent resignation, circulation manager and assistant general manager of *Everywoman's World*.

A. B. C. audit of circulation will be applied for. The price of the magazine will be 5 cents a copy or by subscription \$1.50 a year. The offices of publication will be in Toronto.



Postcard sent by the Stovel Company, Winnipeg, to their boys at the front. In itself the idea is good. The Stovel Company sent out this card to business firms with a smaller card attached, on which was printed: "In order that our boys at the front may know their Christmas box is on the way we are sending each one a card same as copy herewith. May we print a similar one for you?"

NEW WEEKLY FOR CANADA

BEGINNING about the middle of December, *Canada Monthly* will be published once a week under the name of *Canada Weekly*.

For eleven years *Canada Monthly* has aimed to be a magazine by Canadians for Canadians.

It has now seemed advisable to increase its usefulness by meeting weekly instead of monthly its old friends and the thou-

PETROLEA PAPERS MERGE

THE *Petrolea Topic* and the *Petrolea Advertiser* have amalgamated. The new paper will be issued from what is now the *Topic* office. Mr. Ellis, the present owner of the *Advertiser*, and G. G. Bramhill, recent flax and fibre expert for the Dominion Government, will be the first owners of the new paper. Both papers have had a career of forty years.

Wm. Dowling, who for the past three years has been the editor of the *Topic*, will remain in *Petrolea* as the manager of the Fairbank estate, in the absence of Major Fairbank, who is on military duty at London.

CANADIAN LAW ON THE RED CROSS USE

IN CANADA it is illegal to use for the purpose of trade or as an advertisement (to induce the sale of any article whatever or for any business or charitable purpose) the emblem of the Greek red cross on a white ground, or any sign or insignia made or colored in imitation thereof, or the words "Red Cross" or any combination of these words.

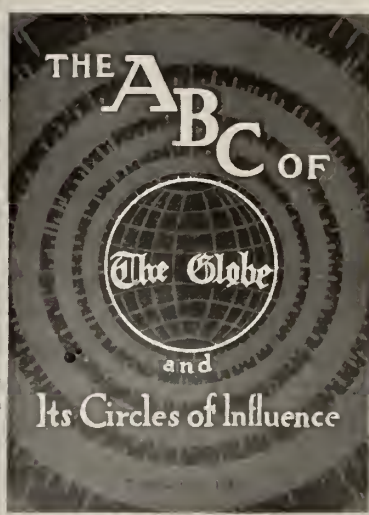
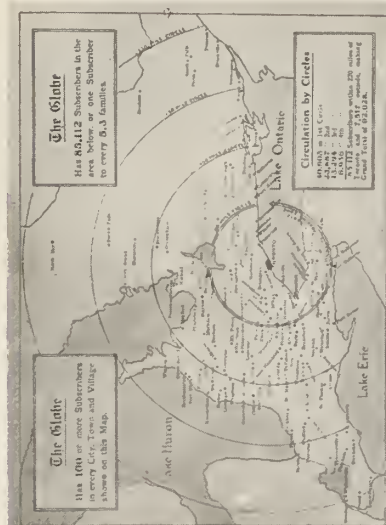
A.B.C. SPECIAL MEETING

A SPECIAL meeting of the Audit Bureau of Circulations is called to convene at the Hotel LaSalle, Chicago, Illinois, Friday, December 14, 1917.

Several matters will be presented for consideration.

SIR MACKENZIE BOWELL ILL

SIR MACKENZIE BOWELL, ex-premier of Canada, and the Dean of Canadian journalism is critically ill at his home in Belleville. Sir Mackenzie is in his 94th year, and was writing editorials for his paper, the *Belleville Intelligencer*, up to the day of his illness.



Front and back covers of a booklet issued by the *Toronto Globe* (see review elsewhere in this issue of *Printer and Publisher*.)

ward, and one of the main reasons why the serious problems confronting us today are so difficult of solution lies in the fact that too many men of capital are arrogant and unreasonable, and are absolutely unwilling to look with sufficient care and fairness into the causes that are producing the views and opinions so largely held by our people at this time.

sands of new ones which it plans to make. The publishers, Vanderhoof, Scott & Company, believe that there is a field for a national weekly devoted entirely to Canada. To this end Ernest H. Lawson has been elected secretary and business manager of Vanderhoof, Scott & Company, Limited, the publishers.

Mr. Lawson was formerly Canadian

PUBLISHERS' DOINGS

The Winnipeg *Free Press* will run every Saturday a Kewpie Series as a juvenile feature.

The Brantford *Courier* carried two pages of overseas gift advertising during the month of November, and is putting on at the present time a Buy-at-Home Campaign. An elaborate Christmas edition is to be published on December 15th.

The Cabri (Sask.) *Clarion*—a weekly newspaper—in its issue of November 15 developed an immense amount of Victory Loan advertising by local firms. A local committee arranged with the majority of the *Clarion's* advertiser to have them insert Victory Loan appeals instead of advertising their merchandise. The results were extremely gratifying. One wonders if any other paper of equal circulation has carried, in a single issue, more Victory Loan advertising than did the Cabri *Clarion*.

Starting with the January issue *MacLean's Magazine* will be 20 cents per copy on the news stands, and \$2 per year by yearly subscription. Improvements, so it is announced, are being made in the magazine which will more than warrant this increase in price. These improvements will include the use of better stock, more and

better reading matter, a better illustrated magazine and the use of attractive front covers instead of a standard cover as in the past. Beginning February 1, *Farmers' Magazine*, now a monthly, will become a semi-monthly. The subscription price remains the same—\$1.

The Winnipeg *Telegram* is operating a voting subscription contest.

Commendable Victory Loan advertising to the extent of four full pages were carried in a single issue of the Edmonton *Bulletin*.

The Eston (Sask.) *Press* made its first appearance last month. H. J. Garner is the proprietor. Issue No. 1, Vol. 1, was an excellent production.

The London *Advertiser* called attention, in a full page advertisement, to its special contributors and features. Among them are Frank Simonds, Cynthia Grey, "Bud" Fisher, Isabel C. Armstrong, Grantham Rice, Luke McLuke.

The Swift Current *Sun* ran a page of advertising in which many local merchants had space. The idea was a competition for a piano as the prize. Competitors qualified by the presentation of a sales-slip obtained at any advertiser's store.

The Edmonton *Bulletin* offered prizes to those naming correctly "Rotary Minstrels," portraits of whom were published. Each

portrait was in association with a local advertisement. Two pages of advertising were secured on this idea.

The Winnipeg *Free Press Evening Bulletin* issued a special number last month in connection with a convention in that city of Manitoba retail merchants. Numerous portraits of officials and others, statement of policy, faith and aims, many special articles on phases of retailing enterprise, illustrations of buildings, areas and stores, a historical review of the association career, and plentiful retailers' advertising constituted the material of the special issue. An excellent bit of enterprise on the part of the *Free Press*!

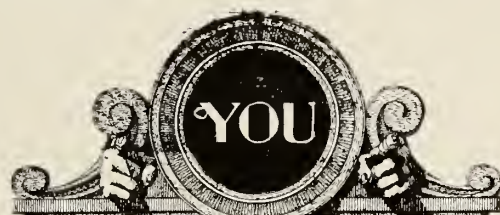
The Thorold *Semi-Weekly Post* produced recently a special Red Cross edition. Printed on the front page in vivid red was the red cross, used as a sort of trade mark. The effect was very striking. Strong advertising in the form of several display advertisements supported the appeal for contributions to the Red Cross funds. A similar edition, with a red triangle and black cross-bar, with the letters "Y.M.C.A." on it, was devoted very largely to an appeal for funds for the "Y" work in Thorold. The *Post* is to be commended for its enterprise.

There are 1,381 publications of all kinds now being issued in Canada, including 138 dailies, 4 tri-weeklies, 40 semi-weeklies, 921 weeklies, 222 monthlies, 1 bi-monthly, and 16 quarterlies. Reflecting the general prosperity which has obtained in Canada since war began, the publishing business is in a healthy condition.



YOU as an advertiser, have a direct interest in knowing that the shrewdest financial and insurance corporations are consistent users of space in The London Free Press as shown on these two pages.

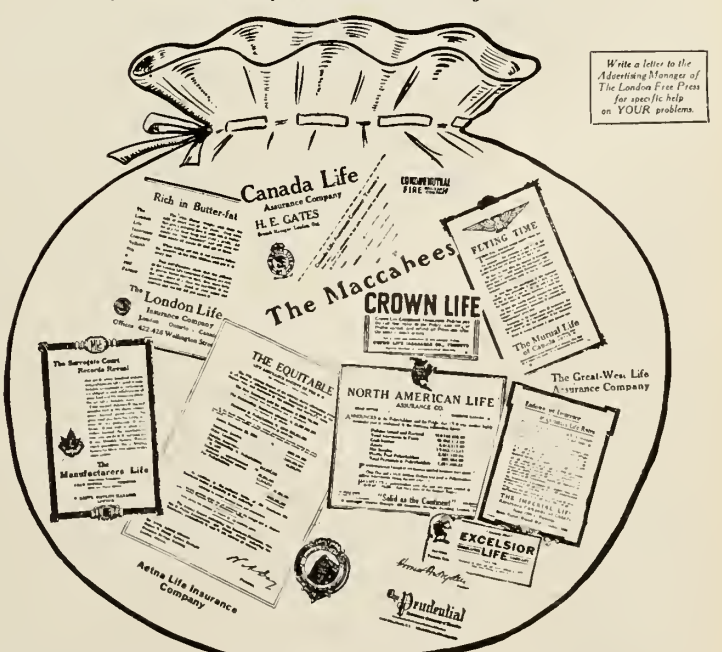
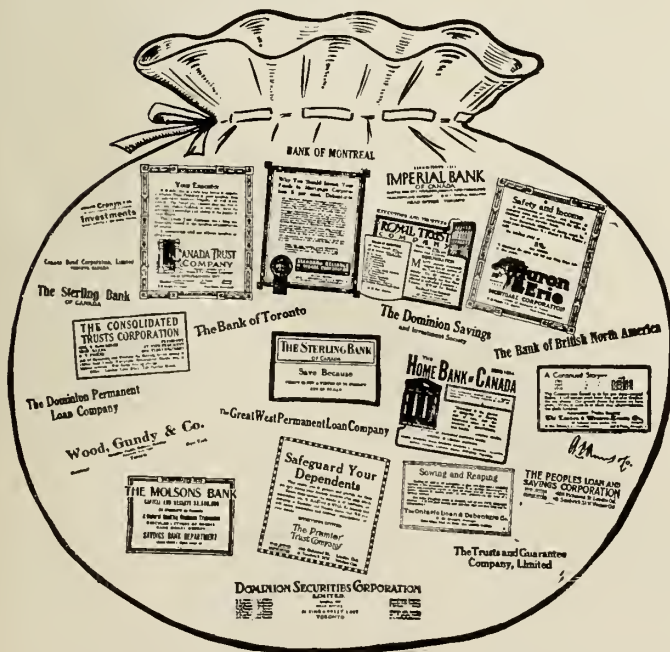
Your message in The London Free Press goes before an audience of progressive, prosperous purchasers—an army of 195,000 people who buy this paper for its own sake, because it serves them in its news columns, its editorial and home departments and by championing every cause that makes for the public welfare.



YOU will find that your advertising message is doubly productive when presented in a newspaper that is bought strictly on its merits as such, that has for over 67 years been favored with the confidence of its readers and been given the bulk of the local share of national advertising of honest goods.

Follow the "financial fellows"—those keen, close, INQUISITIVE buyers of advertising as of everything else.

You'll find the people have faith in your message in just the ratio that they have faith in the messenger.



Write a letter to the Advertising Manager of The London Free Press for specific help on YOUR problems.

Companion pages which appeared in the London *Free Press*—an impressive and attractive advertisement designed to promote more financial and kindred advertising, also general advertising, the argument being that when "keen, close, inquisitive" buyers buy space in the *Free Press*, their decision and action can be regarded as good examples.

NOTICE TO RATEPAYERS

ONTARIO newspapers very generously print reports of municipal council proceedings. Readers appreciate the news. The Statutes of Ontario impose upon municipal councils the duty of passing certain by-laws. These by-laws are particularly numerous towards the end of each year. And the balance of the year has a frequency as well.

Clerks of many municipalities furnish "the copy." What is purely advertising matter and is so designated in the Ontario statute occurs with a frequency in "the copy." Editors and publishers who are on to their jobs have a way of putting these ads. in the proper columns and "sending in the bill." When a member or members of municipal council decide to save the ratepayers money, the printer is generally the shining mark. They figure because the printer gets a "young fortune" for printing such things as voters' lists, "fifteenth of December statements," and auditors' reports at less than cost, the generous and public-spirited publisher should not object to publishing a five-dollar ad. for nothing.

This may or may not be the case with L. G. Jackson, of *The Era*, of Newmarket, Ont., who came under the ban of King Township Council. Mr. Jackson took the matter up with his fellow publishers with a determination that is decidedly refreshing. The appended letter tells how Mr. Jackson asks for co-operation.

Note to Ratepayers

Newmarket, Ont., Dec. 3rd, 1917.

Dear Sir,—In the Minutes of the King Council published on Oct. 12th, is a "Notice to Ratepayers" signed by the Clerk and is no part of the Council Minutes. This notice I charged and sent in the bill. Last week I received this letter from the Clerk:

King City, Ont., Nov. 22nd, 1917.

L. G. Jackson,
Newmarket Era,
Newmarket, Ont.

Dear Sir,—I have been instructed by resolution of Council to write you regarding your bill presented to Council, and beg to advise that the Minutes of Council are being sent to seven local papers and that you were the only publishers that charged for publishing notice referred to in your bill. Such being the case I am instructed by Council to say that if you insist in having your said bill paid, I am to discontinue sending the Minutes to your paper for publication after the last meeting.

Yours truly,

J. L. JENKINS.

I do not propose to insert Township Notices in the Minutes or anywhere else without charge, and my reply to this letter will be to send the account in again as "account rendered" with an additional charge for the "Notice" which appeared in the minutes of Nov. 9th.

I do not see why we should be imposed upon because we print the minutes without charge, and I hope if you are one that published these minutes you will also send in a bill at once. We need a little co-operation in this matter. Can I look for your assistance?

Yours fraternally,

L. G. JACKSON.

LIBERAL-UNION NEWSPAPERS

THE *Toronto Globe* is kept busy denying charges that it has sold itself to the Tories, or been sold to them in whole or part by somebody, all because it has had the patriotism and the common sense to support Union Government. What the *Globe* should do in reply to these silly accusations and suspicions is to print a list

of the other Liberal newspapers which have done the same thing. Or, rather, print a list of the chief ones, for a complete list would be long and expensive in these days of high-priced newsprint. As the *Journal-Press* remarked the other day, we are aware of only about three important Liberal daily papers in Canada which are not supporting the Union Government—and they are not very important ones either. Among the Liberal papers which are lined up with the *Globe* in support of Union are the following, and many more:

Winnipeg *Free Press*.
Toronto *Star*.
Hamilton *Times*.
Regina *Leader*.
Brantford *Expositor*.
Woodstock *Sentinel-Review*.
Kingston *Whig*.
St. John *Globe*.
Halifax *Chronicle*.
Vancouver *Sun*.
Victoria *Times*.
Calgary *Albertan*.
Guelph *Mercury*.
Moose Jaw *Times*.

And, incidentally, all the independent newspapers of the country are lined up similarly, such as the *Hamilton Herald*, the *Vancouver World*, the *Ottawa Citizen*, the *Grain Growers' Guide*. Add to such a list of newspapers the fact that the great majority of English-speaking Liberals who have been prominent in either Dominion or Provincial politics are supporting the Union Government and you get a good line on the stupidity of the idea that the *Toronto Globe* needed any mercenary reason to place country before party in the matter of the war.—*Ottawa Journal-Press*.

NEW YORK EVENING POST

THE *New York Evening Post* is edited by a German and has leaned suspiciously in the enemy's direction ever since the war began. In dealing with the Canadian general election it takes the side of Sir Wilfrid Laurier and French Canada. In a lengthy editorial, evidently written by one of Sir Wilfrid's henchmen, it does all it can to prejudice the Government's case with its American readers. After expressing the fear that the Union Government may win, *The Post* says: "But this is not the time in the world's history when elections go precisely as they are expected to. When only 150,000 New Yorkers out of 640,000 were swayed the other day by the patriotic issue, the rest voting for two men who were branded as disloyal, it is not at all certain that Borden's adherents will have plain sailing."—*Toronto Daily News*.

WHAT REPORTERS SHOULD READ

NOR the least interesting part of B. K. Sandwell's lecture on journalism delivered at McGill University last month were letters read from a number of leading newspaper men filled with advice for the youth who would seek fame in the ranks of journalism, or at least earn a living as a reporter. For the development of style and judgment, Sir John Willison, former editor-in-chief of the *Toronto Globe and News*, and now Canadian correspondent of the *London Times*, laid great stress on the Bible as a literary classic. History, biography and travel too were essential reading. He emphasized the value of a

knowledge of French, particularly in the Province of Quebec.

The Bible, the Book of Common Prayer, Shakespeare and Lincoln, were the reading advocated by Jas. S. Brierley, formerly editor-in-chief of the *Montreal Herald*. "The foundation of successful newspaper work lies deeper than studies in a library," said he. "It includes excessive industry, unappeasable curiosity, uncommon sense, never ending public spirit, and in Canada, comparative indifference to financial profits."

J. M. Gibbon, publicity manager of the C.P.R., advised realistic writing, also strong doses of political economy.

WINNIPEG PRINTERS ORGANIZE

A NEW printers' organization embracing almost every local printing and book-binding establishment has been formed in Winnipeg. The new organization, which has no connection with any previous body formed for similar purposes, has been named the Employing Printers' and Bookbinders' Association of Winnipeg.

The society now has a good membership. Supply men, type founders, paper dealers, ink merchants, etc., are not eligible for membership.

The main idea is to have a common-sense organization with mutual benefit to every shop, large or small, engaged in the printing business.

One of the high lights which will be made apparent to the members is the apparent helplessness of the average employer in a business way. He starts out to buy some articles needed in his business. His part is simply to pay the price which is demanded. Wages, paper, ink, taxes, insurance, equipment, 'phone and telegraph service, etc., etc., all have their set price. On the other hand, when he starts out to sell his product, he generally finds brother printer willing to cut off all semblance of profit, simply to have the privilege of doing a certain amount of work. This means that only the common-sense element is lacking, for no sane man will do business for nothing if he is aware of the fact. It is one of the aims of the Association to find some way of distributing the educational germ among its members.

In the two short months during which the association has existed, its value has been proven many times, and the big doings have not as yet started.

The executive holds meetings every two weeks and the full membership comes together monthly and each time on the premises of a different member of the association. This scheme has resulted in a spirit of confidence being created and bids fair to kill off the suspicion and lack of trust which has been such a bugbear among printers for years past.

W. H. Quinn, of Public Press, Limited, is president of the new organization, and Joseph Jerrard, of De Montford Press, vice-president.

A THIRTEEN-CENT STAMP

THE U.S. Post Office Department is planning to issue a thirteen-cent postage stamp for registered and special delivery letters. Heretofore a twelve-cent stamp had been in use, but the increase in postage makes necessary the printing of a new denomination.

The stamp will bear the head of Franklin and be of the size and border design of the current issues above seven cents. The color has not been selected.

Pure Air is Necessary to Life and Efficiency

The Average Life of the Printer of North America Extended from 35 to 54 Years Since 1883—Preservation of Life the Biggest Job of the Nation—MacLean Publishing Company's System the Equal of the Best Hotels

By P. O. WELL

THE filthy composing room of a past day—who would not blot the nightmare from memory?

The old-time printer was not under the influence of modern health research. Neither was the employer. They took it as a matter of course—the “white plague” was inherited from parentage, a belief possibly that it was one of the hereditary sins punishable even in the third and fourth generation. But science, which is but deduction intelligently applied, said otherwise.

The filthy, insanitary print shop of the past was not chargeable altogether to the management. Expectoration on the floors, tobacco juice and dirt, was the work of the employee. And this was strange, too, for white shirts and top hats were not uncommon garb. A famous middle-west city great daily was equally famous for the number of plug hats worn by its employees. As time went on, better and more suitable structures were erected here and there in the various cities. The employee of the composing room taxed himself to stamp out the plague of the respiratory organs, the employer was enlightened upon the loss of effort now popularly known as efficiency.

Hitting the pocket-book is the greatest incentive to remove a once-tolerated abuse, and the clean, well-lighted composing room is the result. Eternal vigilance was also necessary. In what is conceded to be one of the best newspaper edifices in the English-speaking world—by the way, a Canadian newspaper—the dressing-room allotted to the compositors was most untidy—to put it mildly. This room was as well-equipped, too, as any other dressing-room in that building. The proprietor of this newspaper furnished baths and clean towels daily. The wash-room and lavatory was not second to any first-class hotel. The persistent vigilance of the superintendent was necessary to keep this room in fit condition for its own users.

The composing room in the cellar has gone—in most cases. These as a class were not what could be called unclean. The absence of sunlight permitted dangerous germs to develop into massed growth. Lack of ventilation helped, too.

The type-setting machine came. The burnt-gas, and air robbed of its oxygen to make combustion under the metal pots, brought a new problem. Various were the schemes to draw the fumes out of the composing room. Some were worse than nothing. The wind whistled down the pipes, “froze” the metal in the machine metal pots, and distributed the poisonous fumes and lead vapor efficiently throughout the room. The original poisonous gas was something else than German—so far as machine operators are aware.

The composing room of the MacLean Publishing Company, from which comes PRINTER AND PUBLISHER, is one of the newer and better composing rooms of the new modern newspaper homes. The management provided the best of ventilation.

The room was well-lighted with large windows. Ventilators were placed in the roof, till the outside looked like the tops of so many Pullman cars. These helped, but did not work as efficiently as the president of the company fixed as the possibility. Other systems were examined at no little cost in travelling, investigation and time.

The Statler hotel chain generally employ the best devices. The ventilating system in the Buffalo Hotel of this company is known as the “Bicalky” exhaust system. This system is also used by many of the big smelting companies to carry away deadly fumes and dust. So far as is known the MacLean Publishing Company is the first to instal this system in a Canadian composing room—perhaps to a composing room anywhere.

The scientific construction of the system does not depend upon any difference in temperature for its action, but a rotating fan wheel creates a vacuum and causes an upward circulation of air at all times, thus insuring *positive* ventilation.

The large area exposed to the moving currents of air which the double cone-shaped opening compresses and brings into contact with the outer periphery of the fan wheel, while the inside portion of the wheel connects with the foul-air duct.

The power and suction portions of the fan wheel are entirely separate, so that the two currents of air, the one driving the wheel, and the other exhausting the foul air from the building, in no way interfere with each other.

Installed on the roof of the composing room it works day and night—never sleeps—never freezes—without any attention to operating expenses other than a little oil to its ball-bearings once a year. It will work in the dearest calm as well as in howling hurricane. It is so scientifically constructed that the rotating of this old earth upon its axis will give all the motion necessary.

The piping inside the room commences at the farthest end from the vent in a main galvanized pipe 12 inches in diameter, increasing in size to 18 inches to the upright to the roof. This main is tapped and down pipes, hoods on ends, fit over the tops of the metal pots of the typesetting machines; and three pipes, fastened to the wall run to the floor, the vents at the bottom end of each causing a complete current of air to pass around the room.

Our associates of the composing room say that the air is pure and fresh in the morning. After being closed down for the night, composing room air is generally poisonous, as many compositors can testify.

This article is not written in any vain-glorious vein. We simply pass on to readers of PRINTER AND PUBLISHER our experience. Perhaps this will save a great deal of time, expense and annoyance to those who may be similarly situated to

what the publishers of PRINTER AND PUBLISHER were.

The conserving of human life is a great duty. And it pays, and pays well, in the efficiency of the employee.

HOW TO SAVE COAL

On several occasions since the war broke out Governor Whitman, of New York State, has sought the advice, by conference, with the editors of the leading trade and technical papers on important business, manufacturing and economic problems.

Recently at his request a committee of editors of technical papers prepared a list of suggestions to manufacturers and business men and the public generally on the saving of coal. The Governor pointed out that the production of anthracite and bituminous coal would doubtless be greater than ever before, but on the other hand the consumption far exceeds the requirements of past periods, and he insists that the American people can avoid distressful conditions this winter only by exercising the greatest care and intelligence in the use of coal. The following are the suggestions which the committee prepared for the Governor.

SUGGESTIONS TO PUBLIC.

The suggestions which the committee requested the Governor to make public follow:

Don't burn coal in an open grate, for in such a practice 75 per cent. or more of the heat goes up the chimney.

It isn't necessary to have every room heated. Most people would be healthier if they slept in cold bedrooms. Close off spare rooms.

Examine furnace and see that there are no cracks at floor line to permit air leakage into the ash pit. Make sure that all firing, ash pit and clean-out doors are air-tight when closed.

Endeavor to keep the entire fuel space of your range or furnace filled, heaping the coal slightly in the centre. Steam or hot water boilers should be filled so that the coal is level with the bottom of the feed door opening. Don't let the fuel bed burn down too low. Thin fires mean waste. Break lumps to about egg size.

FREQUENT FEEDING WASTEFUL

Feed the fire and shake the grate at regular intervals. Two or three times daily is generally sufficient unless the plant is inadequate for the service required. Frequent feeding and shaking are uneconomical. Shake down the ashes before adding fresh coal and stop shaking the moment the first bright spot appears under the grate. In mild weather let some ashes accumulate on top of the grate; in severe weather have only a very thin layer of ashes on it.

If, however, the fire has burned very low and more heat is desired open damper in the ashpit and add a small quantity

of coal. In this particular case do not shake the grate until this fresh coal is well ignited, then shake down the ashes and again add fuel.

Don't leave feed door draughts open and admit coal air over a glowing fuel bed at any time. The feed door damper should be opened only to admit air over a fresh fire. Air for combustion should be drawn through the burning bed of coal and, as a general rule, all checking of draught should be accomplished by closing the ashpit damper and opening the check damper in the smoke pipe. The check damper should never be opened until the ashpit damper is closed. The shutoff damper in the smoke pipe may be closed partially in case of an unusually strong draught or to check the fire in mild weather, but, as a rule, this damper should be touched very seldom. Never check by leaving the fire door open.

Before feeding a furnace see that the shutoff damper in the pipe is open and close the check damper. This prevents the escape of dust through the feed door into the cellar.

Keep the ashpit empty. Ashes banked up under the grate prevent necessary air circulation, hinder combustion and tend to warp the grate bars. Remove ashes at least once daily, and be sure to sift all ashes to recover the good coal that has dropped through the grate.

Serious fuel wastes result from allowing soot or ashes to be deposited on the interior heating surfaces. This prevents utilization of the heat in the smoke and gases. Clean flues frequently; with soft coal every other day is none too often to give the furnace a brushing down. One-eighth inch of ashes and soot on boiler surfaces retards heat transfer 25 per cent.

S. T. Wood, Journalist and Naturalist, Passes

Was on the *Toronto Globe* Staff—His Saturday Nature Articles a Notable Feature—An Economist of Distinction

SAMUEL THOMAS WOOD, a member of the editorial staff of the *Toronto Globe*, and in Canadian journalism a writer of unique personality and quality, died in Toronto on November 6, aged 57 years. Ever since he joined the *Globe* in 1891, a mechanic, with the alert mental resources of a single tax orator, and with none of the artificial aids to writing so often deemed indispensable, his personality has irradiated and his writings have radiated and his writings have pleased a widening circle of readers. He was one of the few Canadian newspaper writers whose work was widely recognized in a manner to earn and hold a personal following.

BORN IN BACKWOODS

Born on a backwoods farm in the township of Wollaston, Hastings county, on January 16, 1860, Mr. Wood came naturally by his love of nature. He was rocked as a baby in a birch bark cradle, and his childish slumbers were sometimes disturbed by the howl of wolves. At the age of five the lad's family moved to Belleville, and there he was educated at the public and high schools and the Belleville Business College. He spent a year in Peterboro' before coming to Toronto in 1885, where he took up the vocation of steamfitter. He became an ardent single tax advocate, and took part in many park meetings as a "soap-box orator." The views on social reform then voiced so earnestly were as tenaciously held to the end of his days.

JOINS THE GLOBE

It was natural that such a publicist should enter newspaper work, and after a year on an Ottawa newspaper he found congenial surroundings in the sanctum of *The Globe* under the editorship of Mr. (now Sir) J. S. Willison. At first he served as a reporter, then he wrote editorial paragraphs, and he never ceased to be a keen and delightful exponent of that entertaining form of writing. Soon, however, his individuality found outlet in a peculiarly happy medium. This was a daily column of impressions signed "Uncle Thomas." Here were presented

in style often wistful and never uninteresting a harvest of life's flotsam and jetsam gathered by an ever-observant mind. Soon there came also a series of "Lessons in Economics," forming a short daily feature in *The Globe*, and ever thereafter Mr. Wood took a prominent part in writing editorials on economic subjects. In 1901 he published a "Primer in Political Economy," which was widely read. Throughout this time he kept up his share of daily editorial matter, broken from time to time by work as a special correspondent at Ottawa, or in the Legislature, or in some distant part of Canada, whence he sent as letters the information he gained on the country's development.

AS A NATURALIST

Mr. Wood will, however, be best remembered perhaps for his writings on nature. Ever since the middle 'nineties until his illness he contributed a Saturday editorial on some phase of nature or animal life. He was a naturalist of the utmost sympathy and understanding, and his work was an established feature for a host of admirers. Two years ago a selection from them was issued in a volume called "Ramblings of a Canadian Naturalist," when they were seized by hundreds of readers who had long wished for such a collection.

What John Burroughs was to the United States and Richard Jeffries to England, Sam Wood was, perhaps more than any other writer who wrote of woods and shores and the wild things that make them their home, to Canada. Big in stature—a man who stood a head above the ordinary man in any assemblage—with a heart that brimmed over with love of the lore of the great outdoors, unwritten book of Nature, and in the prime of life he has passed—but his memory will linger long among thousands of his fellow-countrymen in every rank of life, who were wont to look forward with eager interest for each new contribution from his pen.

Chas. Clarke, publisher of *The Times*, High River, is installing a new Intertype machine.

DAVID CREIGHTON

DAVID CREIGHTON at one time editor of the *Owen Sound Times*, and member of the legislature, is dead. He was at the time of his death the Assistant Receiver General for Toronto, a position which he held since the year 1895.

The late Mr. Creighton was born in Glasgow, Scotland, 74 years ago and with his parents came to Canada, in 1885. The family went straight to Owen Sound and settled there. Mr. Creighton was shortly afterwards apprenticed to the printing trade and later acquired an interest in the *Owen Sound Times*, becoming editor. He still retained an interest in this paper at the time of his death. In 1880 Mr. Creighton was elected to represent the *Owen Sound* riding in Toronto. He held the seat for several years, having been the Conservatives' opposition financial critic in the legislature.

Mr. Creighton's death broke a link with a by-gone political era. He entered the Ontario Legislature only eight years after Confederation, and sat until 1890, in a period in which the politics of the Province was in a formative stage. In 1887 he was appointed president and editor of the *Empire*, the Toronto Conservative daily established in that year, a post for which he was the personal choice of Sir John A. Macdonald, who trusted him as he was trusted by all his intimates. When the *Empire* amalgamated with the *Mail*, Mr. Creighton became Assistant Receiver-General in Toronto, an office which he filled until his death.

When David Creighton was editor-in-chief of the *Empire*, with him were associated a staff of able men. A. H. U. Colquhoun, now Deputy Minister of Education for Ontario, ranked next to Creighton; J. Castell Hopkins, historian and annalist, was an editorial writer, as was also Gordon Mowat ("Moses Oates"); Louis P. Kribs was local editor; H. J. P. Good, the authority of sports; George E. Scroggie, the present manager of the advertising department of the *Mail and Empire*; and J. B. Maclean, president of the MacLean publishing house, Toronto, were on the business and advertising staff. Messrs. Lumsden and Darling had charge of the composing room.

CANADIAN BUREAU OF PUBLIC INFORMATION

M. E. NICHOLS, former manager of the Montreal *Daily Mail* (in liquidation) has been offered the post of Director of Public Information, a new office fully advised of facts connected with the conduct of the war and problems arising from it in this country. He will be under the department of the President of the Privy Council, N. W. Rowell, who is also vice-president of the War Committee of the Cabinet.

ELECTION ADVERTISING

THE Union Government of Canada is spending, it is understood, \$60,000 on public advertising in connection with the approaching General Election. A. McKim, advertising agents, are placing the business. A Unionist Party Publicity Committee is responsible for the copy. A much smaller sum is being used by the Liberal-Laurier party for press publicity, the publicity committee being in Ottawa.

Handling City and Suburban Circulation

Paper read by F. E. HENDERSON, Circulation Manager, Vancouver *Province*, at the recent Convention of the Western Canada Circulation Managers' Association

AT the present time the *Daily Province* carrier delivery amounts to 27,800 daily, city and suburban.

This circulation is handled over a very scattered area of about 15 miles to the eastern and western limits, and about 10 miles from northern to southern boundaries.

While the city delivery, amounting to 17,400 inside the Vancouver limits, covers a comparatively thickly settled area, the balance of the delivery is over a very scattered district.

Our system, however, we think looks after the needs of this district at a minimum of expense and quite efficiently. The city proper is under the superintendence of our city circulator, the suburban territory tributary to Vancouver is under our suburban circulator, while our New Westminster city and suburban delivery is handled by a paid agent with headquarters in that city.

Our city circulator has under his charge 10 sub-managers, who are bright high-school lads. These boys report to him about 3.30 and are given the orders for the district over which they have charge. They report again as soon as all carriers have left. Complaints are taken up by these young men with the carriers concerned. The city circulator goes to each of the sub-offices in turn and reviews the complaints if there have been any serious ones since his last visit. He also takes up matters of service, careful delivery, soliciting and collections in a thorough manner.

Our suburban territory is handled in much the same manner; high-school boys being in charge of the larger groups of boys. Where the groups are smaller we put one of the larger carriers in charge and he reports new subscriptions, etc., to us daily by mail.

Our New Westminster district is handled without the use of high-school boys; our agent being in touch with his outside boys as often as possible, and with his city carriers each night.

Our sub-managers, as we call these district boys, receive \$1 to \$4 per week, and with proper supervision they give splendid results. Our carriers are on the commission plan, collecting monthly at the rate of 50c. per month and paying for their papers monthly. All bills are supposed to be paid by the 10th, and they are all paid with few exceptions. Carriers must bring their money direct to the cashier.

We use absolutely no city solicitors, all soliciting being done by our carriers, and they do get results. For instance, at the beginning of September, the two morning papers in Vancouver amalgamated, and opportunity was seen here for securing a nice piece of business. Appointments were made with our city and suburban carriers to be at their sub-stations at certain hours, worked out on a schedule. The boys were there and were given a short talk on the opportunity which was presented, and being supplied with order blanks were started on a campaign of four days. We offered small cash prizes at each depot for the winners. At the end of the fourth day we had run in about

five hundred new orders, which verified satisfactorily. Since August 30th our carrier delivery has increased 1,474 daily, and it is going up continually without the help of any soliciting, except that done by our carriers.

Carrier Problems

By GEORGE C. GRANT, Circulation Manager, *Victoria Times*

IN DEALING with carriers the first thing a circulation manager has to remember is that away back in the ages he was a boy himself, and subject to the same frailties as the boy of the present age. As an old wiseacre once said, "You can't put an old head on young shoulders"; yet there is much the circulation manager can do in smoothing away many of the difficulties that attend the carrier problem, by coming into personal touch with his boys, and making them feel he is interested in their welfare, and giving them to understand he has a perfect knowledge of their difficulties.

The writer found, on taking over his present position, that the percentage of complaints was high. Under the old regime, when a boy got a kick, he received a slip stating no paper to such and such a subscriber. The carriers, in most instances I found, paid no attention to this, and the kicks still kept coming along. I at once gave instructions that all carriers having complaints must report to me personally. I immediately got into touch with the boys, who were the source of the majority of the kicks, and in a surprisingly short space of time the kicks dwindled down, and to-day our carriers look upon it as a disgrace to receive a complaint.

Still we must always keep before us the fact that carriers, like circulation managers, have their limitations; but the writer has found, if a carrier finds you are out to give him a square deal, he will, in most cases, respond by giving you good service in return.

ONLY FULL A.B.C. REPORTS

BY A ratio of four to one, newspaper members of the Audit Bureau of Circulations have expressed themselves in favor of the plan of the A.B.C. to make even more stringent the original ruling, which makes necessary the printing of the complete A.B.C. report if any part of it is to be published.

In other words, the newspapers do not

favor a plan to permit publishers to print a partial report.

The referendum vote does not end the matter, however. It will be referred to a committee to be acted upon officially within a short time.

The referendum vote was discussed at length at a recent meeting of the publishers of the Inland Daily Press Association, at which the sentiment seemed decidedly against the new ruling.

A. C. A. ANNUAL MEETING

THE annual meeting of the Association of Canadian Advertisers was held in the Hotel Connaught, Hamilton, on Thursday and Friday, November 8th and 9th.

The secretary's report showed that since the last annual meeting the membership had increased by 25 per cent. Seventy-five national advertisers are now represented by the Association. It is proposed by a special effort to increase this number to 100. So far as proportionate representation goes, it is said that the Association has now about double the membership of the Association of Advertisers in the United States, which is regarded as a representative body. The subject of charitable and other miscellaneous publicities was also dealt with by the secretary in the report, wherein it was shown that the work of the investigating committee had been the means of saving many thousands of dollars to the members during the past twelve months.

CIRCULATIONS

The statement was made by the Circulation and Rates Committee that 1,525,000 out of a combined total of 1,950,000 daily newspaper circulation is now being audited, while an even larger proportion of the circulation of the magazines and farm journals is verified by audit.

The subject of circulation methods and subscription prices was also entered into at length. Attention was particularly directed by the report to the low subscription prices and extravagant circulation schemes in vogue to-day in consequence of which the advertiser is paying for inflated circulation which is very little use to him.

Facts and figures were quoted in support of this contention. For example, it was pointed out that for the 1,000,000 English-speaking homes in Canada there is approximately 1,750,000 daily newspaper circulation. Allowing for rural and other homes which get no daily newspaper or only one paper a day, it seems there must be a number of homes which get two or three or more papers daily. The members were invited to express their opinions on a condition which forced them to pay high rates for circulation inflated by elaborate and wasteful voting contests, premiums, etc., which often resulted in increased expense and loss of revenue to the publisher and secured no

I AM not bound to win, but I am bound to be true; I am not bound to succeed, but I am bound to live up to what light I have. I will stand with anybody who stands right, keep with him while he is right, and part with him when he is wrong.

Abraham Lincoln.

The progress made in literary productions, etc., can be in a slight measure judged from the fact that in Tokyo the recent statistics published show that 761 newspapers and magazines are published there and thirty-eight agencies are maintained.

Printer & Publisher

Published on the First Wednesday of Each Month.

W. N. POWELL - - - Business Manager
JOHN C. KIRKWOOD - - - Editor

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PUBLISHERS, ATTENTION!

PUBLISHERS who send papers to the editor of PRINTER AND PUBLISHER for a special object are asked to mark the portion of the issue or issues to which attention is desired and to send an explanatory letter at the same time. Otherwise the mailed copy may go to the Press Clipping Department of the MacLean Publishing Company and so quite fail to reach the editor, causing mutual disappointment.

VICTORY LOAN

THE publishers of Canada did everything in their power to make the Victory Loan campaign the success desired. They devoted much space in their editorial and news columns to the subject, and the advertising departments made every endeavor to persuade clients to devote a large part of their space to the appeal: "Buy a Bond." Many papers carried full page advertisements blocked off into cards in which the Victory Loan was the sole topic of the various space users, and many of the large firms which seldom advertise in the regular way made big displays.

Many of the publishers made it possible for some of their employees who, perhaps, would not otherwise be in a position to do so, to purchase bonds, offering them the "dollar a week plan."

For example, the MacLean Publishing

Company is giving its employees a full year to pay for bonds subscribed for, deducting weekly from employees' wages the necessary installment. This firm paid down the first payment of 10 per cent., and are charging staff members no interest on deferred payments. Practically the entire staff bought bonds and an aggregate of \$25,000 was subscribed for in this way.

Among other publishers granting similar facilities may be mentioned the Ottawa Journal Publishing Company.

THE TWO-PAGE SPREADS

INFORMATION, furnished at the office of the Canadian Press Association, is that little or no progress could be made towards an alleviation of the penalty exacted by the postal department from publishers who are fortunate enough to secure contracts from advertisers for "two-page spreads."

Since the interview of the deputy postmaster general by the committee of the Canadian Press Association, however, small concessions here and there have been made to the publishers.

After the election it is proposed to pursue the matter more strongly with the Postmaster-General. The present holder of that portfolio is in Great Britain.

Other annoyances, such as the absurd penalty for printing the advertisement of an advertiser otherwise than across the spaces rented, was not touched upon. The convention apparently overlooked these, and centered its instructions to the executive upon what some one with a gift for word-painting dubbed "the two-page spread."

Technical and trade and class papers are continually harassed by some rule or rules emanating from some official or officials of the postal department of Canada. The practice of the postal department of Great Britain or the practice of the postal department of the United States has no influence upon the Canadian department.

This attitude of our Canadian postal department works to the serious injury of many industries struggling under war and other conditions. Penalized by the Post Office severely the Canadian ink-maker may say in a Canadian publication that the ink used in printing his advertisement is his make. If the Canadian ink-maker said so in PRINTER AND PUBLISHER, the post office would tax him about \$60 for the announcement in extra postage.

The unfairness of this attitude towards a growing Canadian industry is apparent when the British ink-maker or the American ink-maker is allowed to make the announcement to the Canadian trade in publications (from their respective countries) which their own post offices do not penalize and which the Canadian Post Office is by international postal regulations prohibited from penalizing.

The absurd contention is made by the Canadian department that the page so printed is a sample of the ink, and should be so taxed for transmission by the mails. The Canadian department has found out what ink-makers and printers of long standing have never found out—that ink dried upon a paper surface is a sample. Many of us wish that we found the problem so easy of solving.

A publisher forwarded to PRINTER AND PUBLISHER a page advertisement for which the postal department claimed pen-

alty, but in this case was let off with the admonition to "never do it again."

An engraved block, too wide to be printed across the page, the advertiser was forced to print at an angle of several degrees. For this a claim was made that it was not in harmony with the regulations and was subject to penalty.

Why penalties should be exacted from Canadians that are not exacted from those of other countries is one of the problems that as yet has not been answered by the postal department of Canada.

PRINTER AND PUBLISHER would urge that strong deputations of manufacturers, advertisers and publishers ask for the removal of these burdens from Canadian business.

EFFICIENCY AND SUFFICIENCY

NO MATTER how efficient workmen may be, inefficient management destroys or hampers their endeavors. Not alone is this true of manufacturing plants—it is also true of printing workshops.

The employer is frequently so wrapped up in efficiency that he forgets that he, too, is human—and liable to err.

An efficient and willing team of horses in the hands of an inefficient teamster is not an uncommon sight. Frequently an efficient teamster takes the reins and comes to the assistance of the efficient team. The result is the team walks away with what appeared an overburden with ease. And the dumb, but intelligent, horses often turn their heads and speak approval with their eyes and general attitude.

Daniel Baker, well known to the printing trade of Canada, has given expression to the lack of efficiency in management of printerries. He voices what has long been apparent to many practical and efficient employers of labor.

At many conferences the employers are painful listeners to the wails of a small section bemoaning their fate at the loss of profit in output. These are tolerated with good-natured indifference by men who know that obsolete presses, shortage of material and lack of working tools are the real cause for their failures to make good.

Machine operators cannot produce real and satisfactory results if they have not a full supply of spacebands, clean metal pots, smooth-running machines in every way.

Nor can a compositor give his best efforts when he has to chase all over the composing room for slugs, type, quads, or quoin-key. Nor is it profitable, nor does it make for efficiency, when two or three men have to wait till one pulls his proof on a proof press that was intended for a one-man shop.

The same is true of the press-room. Slow rattle-traps, hard to get at, impossible to make ready on, poor, cheap inks and rollers hard enough to do good work on a lawn after a fall of rain, handicap the efficient pressman and in the end make him indifferent and disgusted.

The efficient workman responds cheerfully and intelligently when supplied with automatic devices, good tools and good material.

The inefficient employer needs the business doctor's medicine, or what is less costly and equally as effective, acts upon the advice of his own employees, who are in position to know what is the matter with him.

PRINTER AND PUBLISHER'S CIRCULATION

DURING the period of seven weeks, Sept. 13-Nov. 1, PRINTER AND PUBLISHER's circulation record provided the following:—

New subscriptions	74
Renewals	60
	134
Stops	16
	58
Net gains	

We take this fine showing as a compliment to PRINTER AND PUBLISHER, and a recognition of its value, service, and interest to those for whom it is prepared.

PRINTER AND PUBLISHER is a newspaper rather than a technical paper. It serves a double field—printers and publishers, and these two fields, in Canada, numerically considered, are small.

PRINTER AND PUBLISHER does not aim to be a poor relation of certain well-known United States technical publications, which are able, because of large advertising revenues, to do much in the way of color and special contributors, not done nor attempted by PRINTER AND PUBLISHER. But in its own field, and within the scope of its mission, PRINTER AND PUBLISHER believes, with assurance, that it is rendering Canadian publishers and printers a service of value.

To lose a subscriber is always painful—to editor, circulation manager and publisher. Sometimes the reasons for not renewing are good—"gone out of business," "enlisted," and so on; sometimes they hurt, as when the solicitor reports "Thinks P. and P. no good." One non-renewer says: "PRINTER AND PUBLISHER gives too little attention to job printing questions; appeals almost entirely to newspapers; an improvement in this regard would be appreciated."

Such a criticism of PRINTER AND PUBLISHER is not warranted by facts. An analysis of the issues of PRINTER AND PUBLISHER covering a year would show that the business of printing and printers receives very much attention in PRINTER AND PUBLISHER. Always the aim is to make it serve equally both classes of readers.

One of the pleasing things to the producers of PRINTER AND PUBLISHER is the frequent tributes to its value, interest and service, coming from both printers and publishers, many of whom would like it to go to them weekly instead of monthly. Another thing valued is the practical co-operation of many subscribers who send in news items, articles for publication, photographs, specimens for review, examples of superior achievements, friendly letters, critical letters, and letters seeking assistance of one sort and another. The mail bag of PRINTER AND PUBLISHER is always a very well-laden one—and this fact gives comfort.

HOOR COSTS AND STANDARD PRICES

THE sole reason for finding the "hour costs" in certain localities seems to be to furnish the printer with the "dope" for the gambling chance. In others it is the basis for standard prices for standard work. The fellow who figures on how he can beat the bookmaker employs a somewhat similar system.

If some jaded nag runs a mile in 2.47 on a certain day, then the same nag must repeat the performance on a certain other day. So the sport takes his chance against the bookmaker—and the bookmaker gets the money.

However, there is this difference to the gamble for the job. The hour costs show how much a standard job costs, and then the intelligent printer figures on how much he can beat himself, knowing, or guessing, that some other intelligent printer is engaged in the same game of chance.

Why this is so is one of the problems that the printing trade is trying to solve. When one goes to his tailor, selects his cloth, and is "measured," the tailor can tell how much the suit will cost. The more "extras" are demanded, the higher the price. The tailor knows his hour costs.

Some will say the work on every suit of clothes is similar, but that is not so. There is just as much variety to the tailor's occupation as there is to the printed job—the ordinary job. And the tailor has extraordinary jobs, too, just as has the printer.

Ninety per cent. of the work of the printer can be standardized to standard prices. As the cost of labor or stock goes up or down the price can easily alter.

But the practice in the printing trade is to sit down and "figure" on nearly every job offered, that is, in many localities.

In a few districts standard prices prevail. If John Smith wants a letter head, the various paper stocks are shown, also the inks, and when Smith makes his selection he is told the price instant. This also is true of catalogues, booklets, reports, office stationery and general standardized work. If John Smith goes around the corner to Brown's printery, he meets the same price. It is not "combine," it is common business sense. The practice is growing, too.

Why should the printer "figure" to beat himself?

CAN THE EDITOR DENY RESPONSIBILITY?

BEHIND the throne, back of governmental authority, we find THE EDITOR. He is the real dictator, the arbiter of human destinies. I bow before him with reverential respect.

He is an autocrat. His word is law. Kings come and go; statesmen rise and fall.

But THE EDITOR goes on forever.

He is the real KING.

His decision is final. There are no pardon boards back of his decrees. As the parent guides the child so he guides national life. His children are the public. He is the authority to which we all turn.

THIS POWER CARRIES A FEAR- FUL RESPONSIBILITY.

The child properly trained grows strong and enduring in body, keen and capable in mind. So under the same conditions does the public. It is the EDITOR who determines what training the public shall get.

Therefore each nation is what THE EDITOR has made it.

Millions of our citizens are physically defective. Between the ages of twenty-one and thirty, when physical life should be at its zenith, four out of five of our male citizens are put in the defective

class by the examining physicians of the Army.

THE EDITOR must bear the blame for this NATIONAL DISGRACE.

It is THE EDITOR who has shaped the lives of these young men. He has by example and precept formed their daily habits.

He has put before them each day the thoughts that guide their daily lives.

"Thoughts are Things," says Ella Wheeler Wilcox. These "things" each day mould human lives for good or evil.

THE EDITOR may deny the responsibility, but in thickly populated districts startling evidence against him—flat chests, thin arms and legs, facial expression indicating weakness, angular or obese bodies, round shoulders—stares us in the face at every turn.

Again and again, and still again, we have presented the truth in all its damning detail, but THE EDITOR has gone blithely on his way, oblivious of the dangers destined some day to shake the very foundations of our national existence.

But war has intervened, and the dangers that we have proclaimed to deaf ears have been realized.

SOLDIERS ARE NEEDED. We are demanding them.

Frail men, thin or fat weaklings, do not make good soldiers. Soft, flabby flesh where hardened muscles should be, indicate weak hearts, undeveloped lungs, poor digestion and generally defective functioning.

Men of this type would wither like snow under a summer sun before an army of trained, hardened soldiers.

And now that the facts are before us, now that our weakness, our national effeminacy, is being heralded before the world, what is THE EDITOR'S duty?

"RIGHT-ABOUT-FACE!" Acquire a reverential respect for natural law, another name for God's law. Go to those who have observed these laws, whose sturdy physiques are as "hard as nails," and whose vitality has been retained year after year, on to, and in some instances even beyond, what is termed "old age."

Become a student at their shrine. Stop teaching and begin to learn. Men of great vigor sometimes use strong language—sometimes their diction lacks polish. While you were parsing your verbs, they were putting strength into their bodies. And whether your time or theirs was used to best advantage, is for you to decide.

Our country is famishing for knowledge of the simple truths of health building.

THE EDITOR can supply this grave need. The plain facts in reference to vital development should be emblazoned on the sky in letters of fire a mile high.

THE EDITOR can do this. He can bring into every home the sunlight of that knowledge which bears fruit in bright eyes, ruddy faces and vigorous bodies.

There is no mystery about culture of the body. It is as plain as the noonday sun. Let this light brighten the lives of every struggling human soul.

To His Majesty THE EDITOR, I bow down. On bended knees I pray that he may spread broadcast the knowledge needed for the safety, permanence and power of this nation. — Bernard MacFadden, editor, *Physical Culture Magazine*.

Pointed & Pointless

By SIX-POINT BILL.

JUST a printer! This first paragraph is the old story—but a story every printer likes to read. The Boston *Herald* was an unhealthy proposition for several years. Some kind-hearted friend had given it something that did not agree with its digestive apparatus—which in a newspaper is our friend *vox populi*. The once great New England daily looked ill, at least it appeared that way to a visitor a few years back. At any rate it needed a business doctor—or a printer—which is the same thing when a newspaper has something wrong with it of which the public does not approve. To make the story short, James H. Higgins was a printer who knew a type-louse, who kicked a jobber first with one foot and then with the other for variety. And to give the other one a rest, washed rollers, learned the difference between “d” and “p” or “b” and “q,” set up his own “scoops” without bothering to write ‘em; or sat down to Mr. Mergenthaler’s invention and “kept her hangin’,” and turned the “scoop” into slugs and then into chases, who ran his own little job shop, then a small daily, then a bigger daily, another still bigger daily, and then jumped into the Bunker Hill town and tackled the *Herald* and made such a good job of it that his company amalgamated two other Boston dailies with the *Herald*. The story of the success of the Boston great daily is the story of one of the great successes of modern newspaperdom. “Just a printer,” but—another story of fact to read to the bright boy, and induce him to become “just a printer.”

* * *

Building up a circulation! Most of us have read a lot about it. I have known newspapers that were anything but inviting to a printer or newspaper man. And yet they had circulation and friends that would stand up and fight for them. In my younger and mellow days I learned a few truths about newspapers. And I am egotist enough to say that as I grew to the “sere and yellow leaf” that these truths were real truths—and as I followed and studied and examined the truths—“character” was and is the real builder. True of men—true of newspapers. The newspaper that had something to say in language understood by its readers—the honest convictions of its owner or editor—often the same person—backed up by an honest, upright life—these are the secrets of real circulation building. The circulation lasts long after the owner or editor has “joined his kindred dust.” As true, too, of the metropolitan daily as of the smaller centre weekly. For big as the big city may be, none are big enough to hide the character of the owner or editor. The fierce white light beats on no place so strongly as upon the heart of the newspaper—the rugged, upholstered room of its owner or editor—or a plain pine table.

* * *

George Washington Jeffington Davis, a gentleman highly colored, ran a religious publication of the Baptist persuasion in a Southern town where I once was forced to put in a day or two. When the colored publisher could not induce other colored gentlemen of other religious persuasions to invest four bits in his paper he invariably remarked that they “weren’t saved, jes’ dry cleaned.” George Washington Jeffington Davis aforesaid ran a barber shop, sold mocking birds and sharpened buck saws at the same business address. On occasions he also preached—said occasions, among others, being when he trapped an unlucky customer in his barber chair. My partner and I were short of capital—very short. In fact, our finances were in that state when thirty cents looked something like what I’m told a million dollars resembles. To be perfectly frank we were forced to practise thrifty



“Jes Dry Clean’d.”

thrift to get the necessary to pay for a couple of Aunt Jemima’s Johnny cakes. So a newspaper resident “tipped” us off to this five-cent barber shop with its many aliases. I had a piece of imitation money with “heads” on both sides, so I suggested to my companion that we “gamble” as to who would invade the operating table firstly. Of course, under the circumstances my partner was elected. Harry’s face was as tender as a “swab” chicken. George Washington produced from somewhere in a soap box what was supposed to be a shaving mug and brush. These necessary parts of a barber shop equipment were new several decades preceding this eventful day in a Tennessee town. My partner eyed that mug and brush, and when the barber-preacher produced a razor that bore a close relationship to a pirate’s cutlass, he felt as the hired man felt who was forced to share the room in the loft with the smallpox patient. He was nervous. To keep my spirits up and my partner in the chair, I hummed half aloud, “Away Down South in Dixie.” George Washington got his soap bubbles bubbling and he commenced operations. Harry’s eyes and mouth had half what was formerly in the cup scattered around them somewhere. George Wash’s hand was laid heavily upon my partner’s breast to keep him from rising in the world and the razor was busily pulling ‘em out by the roots. Hastily I changed my tune to the “Turkey in the Straw.” The old colored barber’s feet showed that he was not a follower of John Wesley. Finally the operation was completed. Harry refused to pay the nickel. He claimed, and had the evidence with him, that he was “skinned,” instead of being “shaved.” I kept on with the “Turkey in the Straw,” while my Canadian partner discussed the point at issue. The din was fearful. Coon-Canadian and Canadian-coon. The old man wanted the nickel and my partner wanted to hang on, with only the razor and an enraged colored gentleman between us and freedom. We won. My last recollections of George Washington Jeffington Davis were that he was standing behind his pine table, one hand upraised, denouncing two adventuresome young fellows to John the Baptist as being “Jes dry cleaned,” not dipped. Harry has wielded the blue pencil for several years back on one of the most important evening papers of America.

* * *

There is quite a hubbub just now because certain newspapers are supporting a Government composed of a certain number of members of a former Government which these same newspapers at one time strongly opposed. I am a strong partisan—or put it another way—I have a set of principles that are the rock-bed of democracy, the right of the subject, so long as he is peaceful, to do as his conscience directs. That right I am ready to concede to

men of all classes, of every creed, of every school of political thought. And, as a peaceful citizen, reserving to himself the right to criticize the executive of the day, if a paper that I paid money for transgressed these principles, why I’d simply stop exchanging my money for the editor’s opinion. I’d try something “just as good, or a little better,” as the druggists say. I have had politicians of my own school drop into my office, “accidentally by design,” and try persuasive powers to stop me from criticizing my own political friends—and I have had the experience of having these same politicians trying coercive tactics when I did not accede to their persuasive powers. And I have a vivid recollection of throwing one or two of ‘em out of the door when they grew obnoxious. And to further add to their discomfiture I cleaned them out of my political party—and for docility they had a turtle dove backed off the roost. Still that stirring part of my career left a few lessons. One of them, more strongly than any of the rest. Why do men invest money in newspapers, take political sides, and cut half their prospects off from business dealings with them? If a grocer, or a butcher, or a baker, or a candlestick maker ran a Grit or a Tory shop, the authorities might take hold of him to find what was wrong. And yet the most intelligent man of the community is fool enough to invest his dollars, split his clientele in twain for some third-rate politician who knows nothing of principles and cares less. What an opportunity for the satire of another Dean Swift!

THE COUNTRY PUBLISHER

“O come,” I said, to the Printer Man who edits the *Weekly Swish*.
 “A rest will do you a lot of good—so come to the creek and fish.”
 “If you’ll wait a while,” said the Printer Man, “I’ll toddle along, I think;
 “But first I must write up some local dope, and open a can of ink,
 “And carry in coal for the stove, and mix up a lot of paste,
 “And clean the grease from the printing-press, with a bushel of cotton waste,
 “And set up an ad. for the auctioneer, and throw in a lot of type,
 “And hunt up the plumber and have him see what’s clogging the water pipe,
 “And call on the doctor to have him soak the swellings upon my head,
 “For I had it punched but an hour ago, for something the paper said.”
 “I fear,” I said to the Printer Man, “if I wait till your chore list fails,
 “The minnows that frolic along the creek will be as large as whales!”

BOOK REVIEWS

VERSIFIED ADVENTURES OF THE V.C.A. Published by R. S. Dunne, New York.

Earl H. Emmons, who conducts a column of verse entitled “The Rimic Newsmonger,” in *The American Printer* of New York, has written a new book of army rhymes called “Versified Adventures of the V.C.A.” Mr. Emmons is a member of the Veteran Corps of Artillery of New York and has just returned from several weeks’ service guarding the Catskills Aqueduct, and his latest volume tells in humorous verse of the trials and tribulations of the rookie in the army. The book is illustrated by half-tone engravings and also pen sketches by the author. Other books by Mr. Emmons include “Redskin Rimes,” “Down on the Dear Old Farm,” and “Pomes.” He has also written several songs and at one time issued a unique newspaper called *The Burglars’ Gazette*.

Two-and-a-half Cent Newsprint Maintained

Price Extended to January 20—This Price Likely to be Continued Indefinitely—R. A. Pringle appointed Paper Controller—Dissolution of News Print Manufacturers' Association

CANADIAN publishers continue to be supplied with newsprint at the 2½-cent rate, which rate obtains officially until January 20, 1918. Thereafter, it is the confident expectation of Canadian publishers that the 2½-cent rate will be continued indefinitely—certainly for the period of the duration of the war.

Warrant for this belief is contained in the circumstance that all the investigations into the cost of producing newsprint do not justify a higher than 2½-cent rate. Also, it is the conviction that after April 1, 1918, the price of newsprint in the United States will fall below 3 cents, the price authorized up to this date. It may not go quite as low as 2½ cents, but it is practically certain to go below 3 cents. This conclusion is based partly on a statement of President Wilson that no firm or corporation in the United States would be required to sell to the Government at a less rate than to other buyers; and in view of the fact that he required a newsprint maker to furnish the Government with newsprint at 2½ cents, it is taken for granted that this rate is a right rate, and that, therefore, it is a right rate at which to sell to publishers generally.

COMMISSIONER PRINGLE'S REPORT

Until Mr. Pringle's report is submitted, sometime in January, probably, the full evidence affecting the cost of producing newsprint in Canada will not be publicly available, and when the report does appear, the publishers are confident that it will completely establish their contention that a 2½-cent rate for Canada is fair to the makers.

The dissolution of the Newsprint Manufacturers' Association involved 13 out of 15 Canadian newsprint makers, making 91 per cent. of the Canadian output. The other two companies are owned or controlled by publishers who take their entire output, and no portion of whose product, therefore, went on the open market. It would seem that Canada nourished an illegal combination of manufacturers, but no action is likely to be taken against the individual offenders in view of the dissolution of the Association.

The second hearing in the Canadian book paper inquiry, which was to have been held in Ottawa on December 8, has been postponed until after the election.

The sensational development of the past month has been the settlement of the newsprint case in New York by agreement. When the case was called five of the seven manufacturers indicted pleaded "nolo contendere" on the ground of not desiring for patriotic reasons to embarrass the Government. Alexander Smith, who is in France doing Red Cross work, could not be reached by his attorney, and G. H. P. Gould pleaded not guilty. In the case of Smith the jury will not be discharged until his plea has been entered. In that of Gould, counsel for the Government stated that, as its investigators had not been able to produce evidence

that would convict in his case, it consented to the dismissal of the indictments.

* * *

The result of the return of the plea, "nolo contendere," involved the acceptance of a decree signed by Judge Mayer dissolving the Newsprint Manufacturers' Association as an unlawful combination in restraint of trade. Under this decree evidence will be adduced before the Federal Trade Commission with a view to paper prices being fixed in the United States by the Commission and, pending such fixing, an interim price of three cents a pound is named.

After the pleas had been entered and the decree agreed to, argument on the question of fines followed, counsel for the defendants opposing the prosecution's demand that fines be imposed. The judge, however, finally imposed fines of \$2,500 each on Messrs. Mead, Dodge, Chahoon and Backus, and \$1,000 on Sensenbrenner.

* * *

The dissolution of the Newsprint Manufacturers' Association and the fining of three presidents of Canadian newsprint companies \$2,500 each does not appear to have induced much lamentation in the Canadian paper field. The other element of the action of the authorities across the border, the fixing of a price of three cents a lb. f.o.b. mills, from the first of January until the first of April when a further adjustment on a permanent basis will be made, is the element in the case that is affording a large measure of satisfaction to the Canadian manufacturers, particularly as this action may set a precedent for the settlement of the aggravated situation in Canada.

The hearing in the case of half-tone news and book papers, being conducted by Commissioner Pringle at the instance of the Trade and Class Section of the Canadian Press Association, opened last month at the legislative buildings in Toronto. The publishers were represented by I. F. Hellmuth, K.C., and the manufacturers by Geo. F. Henderson, K.C. Proceedings were of a preliminary nature. The Commissioner submitted a series of questions, which will have to be answered by the manufacturers, and appointed Geoffrey Clarkson as the official auditor to make an immediate inspection of their books. An offer was made by the manufacturers to hold a conference with the publishers with a view to coming to some agreement on prices without continuing the inquiry. Pending such settlement, however, the investigation will go on. The inquiry was adjourned until the auditor's reports are prepared.

Book paper manufacturers in the United States have signed an agreement with the Federal Trade Commission whereby all the offending producers agree to discontinue the trade practices found objectionable by the Trade Commission and to cease for good and all the so-called Bureau of Statistics.

The American Newspaper Publishers' Association's paper committee has com-

plied a little directory of paper mills which will give complete information to all publishers. It is published in pamphlet form and copies will be available free to all members of the American Newspaper Publishers' Association. Others may obtain copies at a price of twenty-five cents.

The new directory is the first of its kind ever issued.

The Central Market Paper Company has been fined \$450 for contempt of court, in failing to make good on its bid for print paper to the receiver of a defunct newspaper.

The company bid on some print paper and declined to take it, maintaining that there had been higher bidders and that it has lost all market for the paper.

The New York Times Company has purchased from the North American Pulp & Paper Company and J. E. A. Dubuc, of Chicoutimi, Canada, the Tidewater Paper Company mills, located at the Bush Terminal, Brooklyn, having an annual output of 30,000 tons of newsprint paper.

PRINGLE NEWSPRINT CONTROLLER

R. A. PRINGLE, K.C., who has been investigating the Canadian newsprint situation, has been appointed Controller of Newsprint and Book Print for the Dominion of Canada. His duties will consist in fixing all prices to be paid for these commodities and the quantities which are to be sold in the Dominion. He will also be expected to coöperate with the United States authorities in securing adequate newsprint supplies for both countries.

Mr. Pringle is the senior member of the law firm of Pringle, Thompson, Burgess & Cote, Ottawa. In 1881 he was called to the bar, and in 1906 he was made a King's Counsel. He practised in his "home town" until 1911, when he moved to Ottawa, and established his present practice.

Mr. Pringle occupied a Conservative seat in the House of Parliament for two terms—1900-04 and 1904-08; was defeated for office in 1908; and declined the nomination proffered him in 1911.

CANADIAN PAPER EXPORTS

IMPORTS of printing paper for books and newspapers from Canada to the United States during September amounted to 91,270,081 pounds, valued at \$2,572,768; exports of domestic paper from the United States to Canada were 24,814,362 pounds, valued at \$1,004,811.

Total imports of printing paper for books, etc., for September were 97,221,051 pounds, valued at \$2,752,777; imports of wrapping paper, 740,650 pounds, valued at \$46,343; imports of wood pulp for September, 43,586 tons, valued at \$2,735,018.

PULP, PAPER AND FIBRE

ST. JOHN and Newcastle reported pulp and paper mills steadily employed, mills at Newcastle reporting a scarcity of unskilled labor. Sherbrooke also reported pulp and paper mills busy, and at Three Rivers mills were in full operation. The E. B. Eddy Company at Hull reported the pulp and paper industry somewhat slacker. At St. Catharines manufacturers of beaverboard, paper and other pulp products continued very busy. Ottawa reported labor for pulpwood plants scarce. Vancouver reported pulp and paper mills very active.—*Dominion Labor Gazette* for November.

The Economy of Business Paper Advertising

The Business Press Finds a Great Champion—A Definition of Economy
—The Buying Power of Subscribers—Continuity and Intensity of Advertising Fundamental Factors of Success—Some Wise Observations

By H. E. CLELAND

ECONOMY is a many sided word and may mean anything up to the threshold of total abstinence.

But Webster tagged it best when he said it means "a judicious expenditure of money."

War is shoving economy of this kind into the spotlight, thereby proving that war is not all battles, blood and what Sherman said it was. War has its good side. It has upset a centuries-old and centuries-rotten despotism. It has whipped British manufacturing methods into a state of high efficiency. It has waked up a snoring America.

In these conditions there's no room for the advertising man, whether he be publisher, agent, salesman or user, who persists in dressing advertising in garments of glittering guff. It must be stripped of its effective self; made ready to fight, not to pose.

In brief, advertising must now line up with every other business and make every dollar spent for it a "judicious expenditure of money."

The business press of the country welcomes this return to the fundamentals, for with this attitude must come a full appreciation of the effective economy of business paper advertising.

Business paper advertising has never posed. It never has been nor will be surrounded by the pomp and circumstances of enormous circulation. It cannot hope to fly the banner of tremendous rates. The average cost per page is so low that it doesn't sound respectable.

In short, business paper advertising is not the bass drum of this band. It doesn't make the noise—but it carries the tune, clear and true.

We assert for it a very high efficiency per dollar of cost. And that, we believe, is the aim—and rightfully the aim—of every straight-thinking advertising man.

THE REASONS WHY

And these are the reasons why it is effective:

First, the editorial character of each paper limits the circulation to those men in an industry or trade who are responsible for results. These are the men who actually buy or recommend the buying of the machinery or merchandise advertised in the paper. Therefore, waste circulation practically does not exist and is in every event cut to the bone. Hence, at the very beginning we strike at effective advertising's greatest extravagance, waste circulation, and put in its place intensive circulation.

Second, the buying power per subscriber represents an infinitely greater sum than the buying power per subscriber of any other class of publication because each buyer purchases for business and not private consumption.

Third, the editorial contents of the paper are in harmony with the advertising pages. The first tells a man "how"

The accompanying article was awarded the Higham Prize at the Convention of the Associated Advertising Clubs of the World held this year at St. Louis. This prize is given annually to the one delivering the most constructive address in the fewest words.

The Business Press Department of the A.A.C.W. has about 100 members. These papers have an association of their own—The Associated Business Papers, Inc.

and the second shows "what with." To borrow the simile of a colleague of mine, the whole paper may be regarded as an enormous advertisement with the editorial pages carrying the educational copy and the advertising pages representing the return coupon.

In a recent investigation as to the effectiveness of advertising run next to reading matter and advertising which was segregated, it was demonstrated that when the reading matter next to the advertisement was germane to the product advertised, then results from the advertising were far and away ahead of results when the reading matter was on a subject foreign to the product advertised.

This investigation was carried on in the general field, but I regard it as one of the best arguments for business paper advertising I have even heard. In a sense, all advertising in a business paper is "next to reading."

Those three fundamental reasons form the backbone of effective economy in advertising and sum up thus:

THE CONCLUSIONS

Business paper advertising is economical because it reaches—and the advertiser only pays for—a circulation of tremendous buying power which is continually being taught by the publication itself to want the products advertised.

The business of the business papers is to exert a wise and wide influence upon the commercial and industrial development of the country.

We cannot surround them with flowers and furbelows, nor is it necessary to allure the non-technical, non-trade man with pictures of Gertie Coughdrop, "the film's floosiest flapper."

Our readers are not to be caught by any cheap expedients. And those editors and advertising writers who find it necessary to mount their untamed vocabularies, jab them a couple of times with their favorite adjectives, and ride off in a ribald revel of words, have no place in the modern business publication.

Business papers are not intended to amuse, are not edited to while away the lonesome hour, are not intended for the

tired business man. They touch men—and men only—on that side of their lives which occupies most of their wakeful hours. They instruct, lead, guide and help men to do things, to build things and to sell things. They are for the world's doers when they are in the midst of doing.

In one of Mark Sullivan's editorials in *Collier's* he says:

"Progress is no monopoly of the cannon makers. In one issue of the *Electrical World* we note that the Columbus (Ohio) Railway, Power & Light Company has set out to make its buildings safer. Fire escapes, standard doors, and other improvements have been added along with a rigid system of inspection to prevent the accumulation of waste and grease, so that in three years fire risks and insurance rates have been cut nearly in half. In Johnston, S. C., F. M. Boyd, manager for the Carolina Public Service Company, has devised a new type of twenty-five-foot pole with a twelve-foot mast-arm sticking out on the street side so as to keep the poles lined up on the curb and get the wires away from the beautiful old elms and water oaks that are the glory of Johnston's highways. Anyone who has seen the ruin and mutilation left by fanatical tree trimmers will appreciate Mr. Boyd's device. The Ohio Electric Light Association reports that its members have saved from three to five cents per ton on all coal handled at certain of their power houses by putting in an eight-hour day for firemen. This ought to interest the old-timers who think twelve hours' toil an inalienable right for engine-room workers. Those three items cover vital subjects and are only part of the grist in one issue of a live technical journal. That's how our United States goes along."

Those of you who know *Collier's* know that this comment is from an authority whose point of observation is a long way from the bull pen.

WITHOUT "SOUNDING BRASS"

So, in a quiet, substantial, and most-times unheralded way, the business papers are leaders of progress in their respective industries and in this character they tie to them the progressive men of industries. Only progressive men are worth while to advertisers. Therefore, the business papers not only aim directly at those industries where the advertisers' products may be sold but they automatically select the men in each industry whose words carry the weight of buying authority.

But modern business papers — those which, for instance, are members of the Associated Business Press — go even further and put before the advertiser the exact number of each classification of subscribers. So that, in a technical industry for instance, the advertisers are shown how many firms, executive officers, purchasing agents, superintendents, engineers, etc., are on the paid subscription list and from these the advertiser may

estimate the buying power which each publication holds for his product.

In other words, the business papers are helping to put advertising closer to the status of an exact science.

And that, in turn, spells greater economy in advertising.

"BUYING POWER" THE TEST

I said that the buying power per subscription in a business paper was greater than the buying power per subscription of any other medium because things are bought for *business* and not *private* consumption.

To illustrate this, one industry last year bought approximately \$500,000,000 worth of goods and 90 per cent. of this industry is covered by two business papers having a total paid circulation of 22,000, or an average of material bought per subscriber of about \$20,500.

Since it is a fact that less than five per cent. of our population has an income of over \$4,000 per year it may readily be seen that private and business consumption are far, far apart.

I quote from an industry with which I am familiar and not one picked because of its exceptional buying capacity. There are probably many which exceed it.

So, the thought is that each dollar invested in business paper advertising buys more potential sales results because each appeals to a greater buying power.

And that, too, is economy in advertising.

THE POTENT THING

Now, all of you advertising men know that the really potent thing in advertising is *cumulative effect*. You know that even poor and mediocre advertising, *persisted in*, pays and pays handsomely.

You know, on the other hand, that sporadic advertising, even of the best kind, has only a temporary effect and *that that effect is seldom of sufficient force to pay*

The splurger makes his splash, the ripples die out and the surface becomes calm and serene. He loses because his advertising is too costly to be kept up continuously.

There is no substitute for continuity in advertising.

It is possible, because of the low rates in business papers, for practically any manufacturer to advertise week in and week out or month in and month out, to hammer away until by sheer force of *persistence* he drives his claims home and sells his prospect.

It takes time to sway men the advertiser's way. It takes *repeated* effort to get the first return from advertising.

The advertising catacombs are filled too full of the bones of half-tried efforts.

There are publishers who permit and agents who induce advertisers to adopt "splurge" advertising, and these I charge with the crime of high treason against the cause of effective advertising.

Advertising which cannot reap the benefits of cumulative effect is not as profitable as it ought to be. Therefore, it is not as economical as it might be.

Business paper advertising is economical because intensive circulation permits rates low enough to allow practically any manufacturer to advertise continuously.

FOLLOW THE SALESMAN'S METHODS

That advertising is best which comes closest to the best in salesmanship.

What does the salesman do? Assume that he is selling steam engines, does he make a house-to-house canvass of say,

Chicago? Not on your life. Aside from the utter insanity of that procedure, it takes twelve years and eight months for one man to make a house-to-house canvass of Chicago. He picks out steam power plants or plants in course of design or of building and goes to those and no others.

Does he make his sales talk to the office boys and stenographers in those plants? Not in one thousand years. He goes to the man who buys or recommends.

Does he talk to these men about steam calliopes or about steam engines? You know the answer.

Does he endeavor to show the economy and efficiency of the steam engine as a prime mover and does his talk resemble that of an engineer or a chauffeur? You know the answers to that, too.

Now, why does the salesman do these things? Because the efficient salesman knows how to follow the straight line—the shortest distance between two points—and because his concern will not pay for the super-expense of roundabout methods.

For precisely the same reason, the wise manufacturer uses the business papers to carry his advertising message.

A FUNDAMENTAL PRINCIPLE

The time is coming when the principle of intensive advertising will be universally recognized and followed.

Manufacturers of machines and material and equipment which are sold direct to the consumer in technical fields will advertise them in technical papers.

Manufacturers of merchandise sold through retailers will advertise in trade papers first and will no longer be lured into attempting to sidestep the dealer. They will do the first thing first.

Manufacturers of merchandise selling to the general public will establish consumer demand (after distribution has been properly taken care of) by the zone system, using newspapers and outdoor advertising.

Advertisers to the general public with a thoroughly established distributing system will use newspapers and national mediums of many different kinds.

And advertising will reach the high plane that it is destined for only when all advertising men place their business along those lines, and only when the salesmen of different branches of advertising recognize that predatory invasion of the other man's field is the deadliest way to destroy confidence in all advertising.

We cannot force the super-tax of advertising extravagance upon the manufacturers of the world without eventually paying for it ourselves.

No wise salesman knowingly overstocks a dealer. No wise manufacturer of machinery ever recommends the use of his machine in order to make a sale if that machine will not fit the consumer's conditions. No up-standing and honest and far-seeing man will make a contract that does not benefit his customer as well as himself.

Advertising men must follow these methods or kill the goose.

Therefore, advertising men will advocate the use of mediums that present the utmost in efficient economy for the advertiser.

Which means that for certain classes of services, machinery, material, equipment and merchandise, the business papers will be used to their fullest extent. They must be used up to but not beyond the line of their efficiency.

And the business papers must continue the practice that all of the worth while of them follow now—they must decline advertising which is not in the business line of the paper. To do otherwise is to destroy the principle of the specialized publication.

For those things which "belong" in a business paper—but for no others—the business paper presents the most economical method of efficient advertising.

READ TRADE JOURNALS

You are anxious to get on in your chosen calling. You long for promotion. Perhaps, having lagged for some time, you are beginning to feel discouraged.

But are you doing all that you can to deserve success?

Are you, for one thing, making it a point to read and study some authoritative journal of the profession, business, or trade in which you are working?

All truly alert business men read trade journals as a matter of real necessity. They feel that it is impossible for them to continue progressing unless they keep abreast of the latest developments in their particular line of business as recorded in the journals they read.

You, let us suppose, are an electrician—a young, ambitious electrician.

Well, there are trade journals specially addressed to you. They are published in your interest, published for the express purpose of helping you to become skilful at the trade.

Do you read any of these journals?

Do you even know their names?

If you are a plumber, there are other journals of particular value to you as a plumber. Likewise if you are a hotel clerk, a bank clerk, a salesman, a hardware merchant, a dealer in china, a cigar-maker, or whatever else you may be.

For every vocation there are trade journals—some of them, of course, much better than others. And he is indeed a wise young man who early becomes a subscriber and constant reader of a good journal dealing with his trade.

One week he will be specially enlightened by a leading editorial. Another he will profit most of all from a seemingly insignificant item of three or four lines, of peculiar interest to him because it chances to touch on a problem with which he is for the moment much concerned.

Or, tucked away in some letter in the trade journal's correspondence columns, he may come across an idea opening up to him new vistas of thought, perhaps a new avenue of opportunity.

Knowing these facts, I would say to any young man:

Read the newspapers. Read general magazines. Read good books. All of these are broadening.

But in addition read at least one good journal specially intended for men in your trade.

If leaders in the business world feel that they cannot afford to miss the reading of trade journals, can you afford it?—By H. Addington Bruce, in the *Winnipeg Telegram*.

TRANSCONA TIMES MAKES A CHANGE

THE *Times* printing plant at Transcona has been transferred to 155 Kelvin St., Elmwood, Winnipeg. This new territory, constituting ward seven of the City of Winnipeg, and lying east of the Red River, has a population of 12,000, and the absence of a local weekly in this district has for many years been a felt want. Encouragement from influential parties in Elmwood to make the change was given the publishers of the *Times*, hence the step taken. Also there is the hope of increasing the volume of newspaper advertising and job printing business.

The new publication will be known as *The Weekly News*. There is no change in the ownership of the plant. The proprietors are J. and N. S. McLean.

C. P. A. ALBERTA SECTION

AT A meeting of the directors of the Alberta section of the Canadian Press Association in Calgary there were present: M. R. Jennings, *Edmonton Journal*; M. J. Hutchinson, *Edmonton Bulletin*; A. J. N. Terrill, *Medicine Hat News*; Charles Clark, *The Times*, High River; Geo. Gordon, *The Herald*, Ponoka; Jno. Torrance, *The Herald*, Lethbridge; V. C. French, *The Times*, Wetaskiwin; J. A. Carswell, *The News*, Red Deer; F. W. Galbraith, *The Advocate*, Red Deer. Matters of interest and importance to the Alberta publishers were considered.

MANITOBA FREE PRESS

ANNOUNCEMENT is made in the *Manitoba Gazette* that the capital of the *Manitoba Free Press* is increased to two million dollars. The incorporators are Major John W. Sifton, E. H. Macklin, John W. Dafoe, editor; Wesley McCurdy, assistant manager; Walter F. Payne, news editor; W. J. Healey, associated editor.

WESTERN LAURIER PAPERS

There are two daily newspapers in Western Canada which are supporting the Laurierite policy of anti-conscription. One is the *Bulletin*, of Edmonton, of which Hon. Frank Oliver is editor and chief owner. The other is the *News-Telegram*, of Calgary. It was announced at the recent convention of Laurier-Liberals in Edmonton that they had taken an option on this paper; and fervid appeals were made for subscriptions to its stock.

WORK A LITTLE LONGER

THE man who works a little longer than the regular hours is on the road to better things. Don't be afraid to stay a few minutes after time. You need not do this for the express purpose of winning your promotion. That is not the best motive. Do it because you really love your work, and want to do the fair thing as between man and man.

Thousands of men to-night, when the whistle blows, will swarm out of the shops and offices of the country. They have been making preparations to get out for ten or fifteen minutes before the hour for closing. They do not think that while they have been clearing up their desks and washing up their hands, their time was really that of their employer and ought to have been used as such. What they think of is getting out on the tick.—*Gage's Readings*.

JOHN GORDON. HUMORIST

Editor PRINTER AND PUBLISHER,—

I wish to politely address you on a very delicate subject; in fact, I wish to absolve myself from any blame for that typographical monstrosity reproduced in your classical journal, of August, 1917, with a very satirical and insinuating foot note. The fact is, when the crime was committed I was agreeably employed on the *Simcoe Reformer*, the most progressive and modern shop, outside of a city that I ever delved in, and I have worked in a matter of 55 offices in my time. Therefore, I can prove an alibi, by Mr. Brown, the *Reformer's* foreman.

When I was engaged to engineer the old *Maple Leaf* through the quagmires of Port Dover journalism, one of the first shocks I got was when I discovered the above-mentioned abomination. I decided it was too nifty for the hell box so I ran it continuously for a year. Verily, it has


BAINBRIDGE CASE

ISAAC BAINBRIDGE, editor of the *Canadian Forward*, a Socialist publication, was sentenced in Toronto last month to serve nine months in jail for seditious libel. Bainbridge was convicted by a jury previously, and the jury made a strong recommendation for mercy; but as he was already under suspended sentence on a similar charge, the court held that he could not be leniently dealt with.

ABOUT PRINTING PRESS

THE working qualities, fluid properties as well as the drying and hardening of all varnishes (and inks are colored varnishes) are principally dependent upon atmospheric conditions. Inks, driers, and reducers will not work at their best under 65 deg. Fahr., and the temperature of press-room, ink and paper should be between 70 and 80 deg. Inks are made to work at such temperature and if it is

NOTICE—This Card entitles the holder to Anything He Wants to Pay For (including beer) in Port Dover on Sept. 15. ALSO, it is good for one gallon of WATER at the Town Pump, or if victim has on Elegant Thirst he can go down to the Lighthouse, yell "Here Goes Nothing," then calmly Fall In and Drink the Bay Dry.




A Keg will be opened.

Good-Bye, John Barleycorn!


DEAR MR.....

The Ancient Order of the Port Dover Lushers Assassination hereby invite you to attend a Farewell Kickoff to our jolly old sock JOHN BARLEYCORN, which will be given him Sept. 15, 1918, at Ye Old Town Pump on Powell Park, at which a Keg will be opened and several Dover Marks will furnish entertainment, including Jigs Figure 8's, etc. YOU, as Mrs. Gossip claims, used to Paint the Town Purple after dilly dallying with OLD JOHN too long, and perhaps Seen Things and been in the Cage, and felt like a Bird, so no doubt you will be on



Town Pump

hand Sept 15, to help the Old Snaks tell Old John what you tink of him and, by the by, have a Jolly Time and quaff a few Schooners at the old Town Pump. A select quartet of Husky Dover Noises will warble the beautiful song entitled, "Who Swiped The Carload of Red Ribbo-Way Back In '85." Other offences, too.




You're a Bird

PROGRAM


2 a.m. Eye opener free at Town Pump.

7 a.m. Foot race. 8 feet 12 m. Dinner in Cage 12 midnight. Snores on Powell Park.

Next day—Police Court.



OLD JOHN going



You Seen Things

Card prepared by John Gordon, and published on the occasion of Sept. 16, 1916, when Prohibition became effective in Ontario; by which it will be seen that the author of it is no Puritan nor dour-faced Scot.

got to be a town institution, and if the *Maple Leaf* appeared without that ad., it might lose its one subscriber.

A fisherman who lives next door to the office told me, "Yes, the young feller who worked there before you was very smart. Why, he's got all the Dover sports skinned at playin' pool."

By the way, Mr. Editor, I am a teetotaler partly by conviction and mostly by necessity, and when I had the pleasure of working for Mr. Hal. Donly, and old John Barleycorn was bounced out of Ontario on Sept. 16, 1916, I composed the above postcard in honor of Old John, who, next to Kaiser Bill, is the worst power for evil that ever existed.

John Gordon, ex-hobo,
Port Dover, "One of the Old Guard."

* * *

EDITOR'S NOTE.—There must be many of John Gordon's old friends to enjoy the above confession.

Mr. Gordon has "put one over on us," and we enjoy the joke. Mr. Gordon's patience and persistency have had their desired reward. We are glad that the Crime is not a crime—that it is just burlesque. We wrote Mr. Gordon for his portrait, but we must conclude from his silence that he has all the native modesty of the Highland race from which he is sprung.

colder they must be reduced, and if it is hotter they must either be loaded with heavy varnish and filler or else be run thinner than is proper to cover well.

The atmospheric changes must ever be kept in mind if the pressman would keep out of trouble. A fast drying ink that can be worked at normal temperature will dry on the press very quickly on a very hot, dry day, and an ink that gives no trouble at normal temperature may offset on a cool damp day. The pressman should note the effect of the atmospheric changes on each and every ink and paper to prevent future trouble.

While the temperature is beyond control in summer it may be kept between 70 and 80 degs. in winter, and should be. Fuel so spent will be spent to good advantage and skimping will be found pound foolish if pennywise.

Both paper and ink should be kept at proper temperature at least 24 hours before printing. Paper should be kept well wrapped during damp weather.

If the proper temperature is maintained and an ink suited to stock is used, little picking or peeling will occur unless a lot of paper with weak coating is encountered. If time permits such paper is better exchanged for well coated stock rather than to reduce the ink.

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

The *News, Trail*, has recently adopted a subscription rate of \$1.25 for six months, or \$2 a year.

Since the outbreak of the war the *Nelson Daily News* has supplied 14 employees for overseas service.

L. D. Taylor is planning a new weekly in Vancouver. He was formerly mayor of Vancouver and is ex-publisher of the *Vancouver World*.

Walter Jordan, editor of the *Revelstoke Review*, took charge of the Presbyterian anniversary services at Golden one Sunday last month.

R. J. McDougall will not return to Pen-tiction until early spring, and in his absence J. C. Hanley is editing and managing the *Herald*.

C. F. Hayes, of the *Creston Review*, has been appointed voters' list enumerator that will be the south end of the West Kootenay constituency for the pending federal election.

W. B. Wilcox, who less than a year ago found six pages ample to accommodate all the news and advertising offering for the *Trail News*, is now putting out a 10-page paper regularly each week.

The rush of National Service and Victory Bond advertising the fore part of November necessitated most of the 5-column weeklies printing two extra pages in order to get in the usual supply of local news.

The Laurierite executive for British Columbia appointed a publicity committee that will publish a daily at Vancouver during the campaign. There are no Laurier papers except a few weeklies in British Columbia.

With the exception of the *Revelstoke Review* every daily and weekly in East and West Kootenay is giving the new Unionist Government magnificent support. In all B.C. not a solitary daily is opposing the Unionist cause.

Mr. McLennan, who for a couple of years has been supervising editor of a number of publications sent out by the department of agriculture at Victoria, has resigned to become editor of the *Great War Veterans' Weekly*, which the returned soldiers have launched at Vancouver.

Lieut. James T. Hewitt is reported to have been killed in action on November 10. His brother is W. A. Hewitt, sporting editor of the *Toronto Star*. Lieut. Hewitt was sporting editor of the *Vancouver Province* when he enlisted. He went overseas with the 143rd Battalion.

M. Stewart is the new editor of the *British Columbia Agricultural Journal*. He was for nearly four years with the Vancouver City Police Force. Mr. Stewart is a graduate of the Nova Scotia Agricultural College and was a member of the student judging team and has been quite prominent in agricultural activities about Vancouver. He succeeds J. Foy McLennan.

Lieut. Douglas N. McIntyre, formerly Deputy Minister of Fisheries for British Columbia, has been killed in action in the Passchendaele battle. Lieut. McIntyre enlisted as a private, resigning from the Deputy Minister-ship to enter the ranks. A little later he was given a commission with the British Columbia "Bantams" and left for England last winter with his battalion. He was formerly a widely known and brilliant newspaperman, having been telegraph editor of the *Montreal Star* and news editor of the *Victoria Colonist*. He was Deputy Minister of Fisheries for British Columbia for some six years. He was an honor graduate of Queen's University, and for years held the track record for the 220-yards run.

"Jimmy" Hewitt, who for several years was sporting editor of the *Vancouver Daily Province*, was killed in action a few weeks ago. "Jimmy" signed on as a private with the 67th Scottish Battalion in Victoria, but when a bantam battalion was organized "Jimmy" was given a commission in the small men's unit. Previous to his going to Vancouver Lieut. Hewitt was sporting editor of the *Winnipeg*

Telegram and served his newspaper apprenticeship in Toronto, where some of his brothers are still engaged in newspaper work. Jimmy Hewitt was probably one of the best known sporting writers in Canada and was immensely popular. Jimmy Hewitt was known wherever sporting men gather. He had a keen insight into all sporting activities and his sense of fair play manifested itself when he signed on. "Jimmy" had a high conception of duty in this crisis and like everything he attempted he played the game. The news of his falling on the field was deeply mourned by his thousands of friends. His widow and mother live in Vancouver.

ALBERTA

C. H. Leathley has leased the plant of *The Capital*, Three Hills.

S. C. Andrews, *The Free Press*, Alix, has reorganized his business with G. Johnston as a partner.

The merchants and Board of Trade of Lethbridge are looking for some one to establish a printing plant in that town.

Drumheller has a new printing office and newspaper, *The Standard*, under the management of J. Linton, late of the *News-Telegram*, Calgary.

A. A. Moore, of the *Albertan* job department, has returned to his office after four weeks' vacation at his home in Kingston and other Eastern points.

R. L. Norman, editor of the *Coleman Bulletin*, has entered action against Sam Hadfield for the recovery of the sum of \$14, being amount collected by his fourteen-year old daughter Eliza for subscriptions to the *Bulletin*.

An important change in the printing business in Lethbridge is announced in the amalgamation of Printers and Stationers, Limited, with Lethbridge *Telegram*, Limited, the latter title to be continued. D. J. Hay assumes the office of business manager, with E. Hazel as plant superintendent.

Everall & Franks, Lethbridge, recently moved their printing plant into larger quarters, and are continuing the book and stationery end of the business in the old premises. The continued growth of the undertaking has necessitated this expansion.

Hon. George P. Smith, editor of the *Camrose Canadian*, who was admitted into the Alberta cabinet and was recently elected by 1,000 of a majority, was up against a peculiar condition of affairs. The foreign vote which is large in that riding voted against Smith, while the Conservatives voted solidly for Smith.

The circulation in Cedar Rapids, Ia., of a fake copy of the *Edmonton, Alberta, Journal*, giving an account of a German attack on New York, the destruction of the Woolworth Building, and the landing of German troops in that city, nearly caused a riot at the plant of the Sinclair Packing Company. The paper was sent to E. J. Harley, of Edmonton, an employee of the company. The paper also said that Zeppelins had attacked Edmonton, inflicting great damages, and killing hundreds. Persons who have seen the real Edmonton paper say the fake copy bears a close resemblance to the original.

SASKATCHEWAN

The *Empire*, Asquith, has been leased by W. C. L. Pratt, who will in future publish this paper.

L. H. Horncastle has leased the *Review*, Estuary, to Hankin & Sexton, publishers of the *Express*, Empress, Alta.

The *Enterprise*, of East End, has been purchased by Frank A. Briscoe, who also publishes *The Resource*, at Tyvan.

T. E. Scriver, publisher of the *News*, Wolseley, has leased the *Sun*, of Grenfell, and will in future publish both papers.

The *Optic* is the name of the weekly newspaper now being published at Ogema, with Wm. D. Frawley as publisher.

H. N. Few, of Indian Head, has taken a position on the *Eagle* staff, Rosetown, Sask. Mr. Few enlisted with the 68th Batt., Regina, July, 1915, and after having spent a number of months in the hospital, has now been discharged from service.

The first issue of the *Eston Press*, now published by H. J. Garner, formerly of Sutherland, gives evidence of satisfactory business conditions in that territory. Mr. Garner recently moved his plant from Sutherland to Eston, and is continuing to call his paper *The Press*.

H. J. Cave has sold his publication, *The Plaindealer*, at Youngstown, to E. G. Quick, who took possession Nov. 1st. Mr. Quick was for some years employed by the Herald Publishing Company, Calgary, and his late employers predict a successful future for him in his new field.

The *Oxbow Herald* again becomes the property of its original owner and founder, John H. Noble, the change in proprietorship and management being necessitated by the illness of Hugh D. Pedlar, who during the past two years had guided the fortunes of the paper. Mr. Pedlar is now on a holiday visit to western points where it is expected that an improvement in health will be the result of his relaxation from business cares. After recuperating it is expected that he will return again to Oxbow and resume his former position in the mechanical department of the paper.

Private Harris Turner, who left England in May last and returned to Saskatoon, in Saskatchewan, has rejoined the staff of the *Saskatoon Star*, with which he was associated before he joined the Canadian expeditionary force. He writes a daily column of what he calls "alleged wit and humor."

Harris Turner, elected by soldiers in France to the Saskatchewan legislature, was the first Canadian to pass through St. Dunstan's Hostel for the blind, where he learned Braille reading and typewriting. He was regarded as one of the most promising journalists in the west. Harris Turner carried about three-fifths of the voting power.

Mr. Turner joined the Princess Pats at Saskatoon and was blinded during an attack when the Germans hurled their force against the trench in which he was in with only a few men.

Harris was recently married to Miss Alice Moyer, daughter of Dr. Moyer, of Rosetown, Sask. Mrs. Turner was for some time engaged in newspaper work in Saskatoon. Harris Turner has a host of friends in Vancouver where he was on the staff of the *Vancouver Province* for some time. He represented the *Province* in New Westminster after serving on the Vancouver staff. Harry was noted for the facility with which he could write topical verse. The news of his election was received with genuine pleasure by those who knew him at the coast. Since returning Mr. Turner has contributed several columns to the *Saskatoon Star* and his writings are still in the inimitable style for which he is noted. His speeches in the House at Regina have put him in the front rank with the legislators assembled there, and his views are carrying much weight in the various matters under discussion.

Resolutions supporting the Strengthen Canada movement and the federation of the four Western provinces for the purposes of social and moral reform were passed at the meeting of the executives of the local Social Service leagues held in Edmonton last month. A motion was also passed favoring the amalgamation of periodicals that are at present being published in Western Canada in support of the social service and prohibition movements. The meeting was unanimously in favor of amalgamating *The Searchlight* of Edmonton and *The Statesman* of Winnipeg into one paper, that the resources of the whole West might be turned into making one strong paper that would be either a bi-monthly or a weekly, and would be an authority on all matters pertaining to moral reform in Western Canada. If the four provinces endorse the idea a conference will probably be held in Calgary shortly to make final arrangements.

MANITOBA

A. P. Elias is operating a small printing office at Winkler.

Blake Dunlop, of the *Neebawa Press*, was a recent visitor in Winnipeg.

John Stovel, president of the Stovel Co., Ltd., Winnipeg, was recently re-elected a member of the executive council of the United Typothetae of America.

Lieut. Albert E. H. Cood is suffering from gunshot wounds in the back and groin. Before enlistment he was sporting editor of the *Winnipeg Telegram*.

Alex. Anderson, formerly linotype expert with the *Winnipeg Free Press*, is now selling Intertypes for Miller & Richard, the Canadian agents of that machine.

Crosby & Norris, publishers of the *Elkhorn Mercury*, are publishing a newsy paper, and have built this paper up into a publication that is a great credit to the town of Elkhorn.

Chas. F. Roland, who up until a short time ago was general manager of the *Winnipeg Telegram*, has been very prominent in Winnipeg activities of the Victory Loan committee.

R. J. Richardson has purchased the *Times*, Treherne, from M. B. McCausland. Mr. Richardson has been managing the business for some time, and now assumes full ownership.

The front page of the *Winnipeg Free Press* on the morning of Nov. 13 was entirely given over to an advertisement of the *Free Press* itself, advertising the purchasing of Victory Bonds. Page 2 carried the regular front page stories.

Winnipeg papers that are running automobile contests at the present time are the *Winnipeg Telegram*, *Weekly Free Press*, *Canadian Threshermen and Farmer* and the *Nor-West Farmer*. The *Farmer's Advocate* and *Grain Growers' Guide* are both using seed wheat and other grains as prizes in their circulation getting schemes this year.

Pte C. Horsfall, a member of the 90th Battalion, has again been reported wounded. Pte. Horsfall was hit soon after arriving in France with the Little Black Devils, and this time has gunshot wounds in the hand and knee. Prior to enlistment he worked on the night staff of the *Winnipeg Free Press*. By birth he is a Yorkshireman.

With the issue of November 8 the *Deloraine Times* started on its 31st year of publication. During the past year a change took place in the ownership of the *Times*. The former publisher and proprietor, P. E. Lacey, severed his connection with this paper last summer and went West and is now the editor of a paper at Tompkins, Sask. As a birthday present the *Times* presented itself with a new linotype machine. The present owner and editor of the *Times* is J. M. George.

T. E. Scriver, the hustling owner of the *Wolseley News* is now in control of the *Grenfell Sun*, and spends two or three days every week in Grenfell, where he has an assistant looking after the local business. Mr. Scriver is one of the newspaper men who charges for every line of matter which in any way advertises a show or affair that is held in Wolseley. The grocers, he says, do not give away any of their stock and why should a newspaper editor contribute valuable white space which is the commodity he has to sell?

Col. C. D. McPherson, of Portage la Prairie, has been made officer commanding the 31st Alberta Battalion, attached to the 2nd Division. Col. McPherson, who is now member for Lakeside in the Manitoba Legislature, went overseas with the first contingent. With Major Edgar he was the first of two Canadian officers to go to Belgium and France, and they are the only two Canadians entitled to Belgian or French medals of 1914. Col. McPherson in private life is the publisher of the *Graphic* at Portage la Prairie.

Lieut. William S. Kennedy has been killed in action. Lieut. Kennedy went overseas with a Winnipeg battalion, and afterwards reverted to the rank of lieutenant in order to get to the fighting front with a Manitoba unit. He fought at Vimy and in other great battles, and latterly became attached to a Manitoba mounted unit. Lieut. Kennedy was business

manager of the *Winnipeg Saturday Post* for ten years, and for several years prior to that on the staff of the *Tribune*. He was unmarried, 38 years of age, and leaves a mother at Dryden, Ont. Lieut. Kennedy was in earlier days very prominent in city baseball circles, and was an all-round sportsman.

Bretz & Shuart, publishers of the *Moosomin World-Spectator*, have quite a circulation in the districts of Weylyn and Fleming. They have correspondents in each of these districts, and, differing from the policy of the average country weekly, the representatives of the *World-Spectator* are paid by the paper for the copy which they supply. This local news is featured on two of the inner pages of the *World-Spectator*, one for each locality, and the papers that are circulated in these particular districts have a heading over their pages sufficiently large to make the paper appear as if it were printed in their own town, because that page is "folded out," while the front page of the *World-Spectator* is folded in.

ONTARIO

The Ridgetown *Plaindealer* has installed a linotype.

The Bothwell *Times* has moved into more commodious offices.

P. H. Bowyer has sold the Ridgetown *Dominion* to E. V. Bingham.

A portion of the Kinleith Paper Company's mill was seriously damaged last month by fire.

The subscription to the *Durham Chronicle* went up to \$1.50 a year the 17th of November.

Gunner Le Roy Scott, a *London Advertiser* reporter, is officially listed as having been gassed.

Bowyer & Company, printers and publishers, Ridgetown, Ontario, have sold to E. R. Bingham.

Daniel J. Naftel, father of Walter Naftel, editor and proprietor of the *Goderich Star*, died recently.

The already large equipment of the Welland *Tribune* has been increased by the installation of an automatic press.

The *Toronto Star* published last month a "regrets" letter—a retraction of statements made about one Alex. Auer.

Verne D. Rowell, formerly of the reportorial staff of the *London Free Press*, is now city editor of the *Windsor Record*.

Geo. P. Watson, editor of the *St. Frances Times*, was in Minneapolis last month buying new machinery for the plant.

Lloyd Spalding, linotype operator with the *St. Mary's Argus* for the past year, has taken a position with the *Stratford Herald*.

The two *St. Mary's* papers set their prices at \$1.50 on October 1st. The *Journal* had previously been \$1.50 if not paid in advance.

Hal B. Donly acted as military representative before one of the Norfolk exemption tribunals and E. R. Taylor before the Port Elgin tribunal.

Oscar Eby, editor of the *Hespeler, Ont., Herald*, has been appointed registrar of Waterloo county, with headquarters at Kitchener.

E. Roy Sayles, editor of the *Port Elgin Times*, has been appointed military representative on the military service tribunal in his district.

Harry A. Sidey, for the past ten years editor of the *Welland Tribune*, has resigned that position to accept the Ford agency at Port Colborne.

Lieut. Conn Smythe, son of Mr. Albert Smythe, of the *Toronto World*, who was recently reported missing, has been located in a German prison camp.

Pte. D. Arthur Carey has been admitted to the Australian General Hospital at Wimereux. His father is David Carey, who is on the staff of the *Toronto Telegram*.

A. G. Pounsford, general manager of the *Port Arthur Pulp and Paper Company*, Port Arthur, gave an address before a local club on the pulp and paper industry.

Thomas W. Hicks and Miss Fannie A. Thompson were married last month at Mount Forest. The bride is a daughter of J. H. Thompson, of the *Thorold Post*.

A complimentary banquet was last month tendered Stewart Lyon, war correspondent of the Canadian Press, Limited, at the war front, by the National Club of Toronto.

Lieut. Bert Perry, former sporting editor of the *London Advertiser*, and a member of the Royal Flying Corps, is officially reported missing after but a few weeks in France.

"Publicity and Municipal Accounting" was the title of an interesting address delivered by James R. Brown, of New York, before a large assembly of the Toronto Advertising Club last month.

Lieut. John Harvie Creighton, son of Rev. Dr. W. B. Creighton, editor of the *Christian Guardian*, has been wounded. This is the second time Lieut. Creighton has been wounded.

M. J. Patton, formerly with Glasgow, Brook & Co., book publishers, Toronto, as credit manager, has returned to his old post on *Conservation*, the organ of the Commission of Conservation, Ottawa.

George Yates, the newly appointed private secretary to Sir Robert Borden, began his newspaper career in London as office boy on the *London Free Press*, and later serving on the *London Advertiser*.

It is stated that Stewart Lyon, editor of the *Toronto Globe*, who has been the official reporter of the Canadian Press the past year at battle fronts, may succeed N. W. Rowell as leader of the Opposition in Ontario.

The action against the *Hamilton Herald* by the Manufacturers' Natural Gas Association was withdrawn on the *Herald's* publishing a letter regretting publication of correspondence containing inaccurate statements.

W. V. Utley, editor of the *Kitchener News Record*, is enjoying a couple of months' rest and recreation in the Southern States. During his absence E. J. Payson is acting managing editor of the *News Record*.

Hon. Sam J. Latta, the new Minister of Highways in the Saskatchewan Government, who is editor of a newspaper at Govan, Sask., is a former resident of London, Ont., and was principal of Old Colborne Street school there.

The office of York County Registrar, recently made vacant by the death of J. D. Moore, has been filled by the Provincial Government, who have given the appointment to Oscar Eby, editor and proprietor of the *Hespeler Herald*.

Oliver J. McIntosh, former advertising manager of the *Stratford Herald*, who went overseas as a private in the Canadian forces, is officially reported a prisoner of war after having been given up as killed in action. He enlisted at Winnipeg, and his home is at Science Hill, in Perth county.

Since the day the first of the Forest boys went overseas, the *Forest Free Press* has been sent to those whose addresses the publishers were able to obtain. For this service no charge has been made, except that in some cases postage was paid by friends.

Lieut. Charles McQueen, son of Principal Alex. McQueen, of Ryerson Public School, London, and a former well known London and Winnipeg newspaper reporter, is returning home from overseas permanently unfit for further service. He has lost the sight of one eye in addition to suffering other injuries.

T. B. Costain, managing editor, and H. V. Tyrrell, general manager, of the MacLean Publishing Company, Toronto, were in New York last month in the interests of *MacLean's Magazine*. Mr. Costain was in Washington, also, for *The Financial Post*, to get news and material for a series of special articles.

Lieut. A. G. Condie has been severely wounded in the left arm, and is in the 14th General Hospital at Wimereux. He went overseas with the first Canadian contingent of 1914 and had seen some of the heaviest fighting on the Western front. He was employed at the Methodist Book Room before enlisting.

Stewart Lyon, editor of the *Toronto Globe*, addressed the Toronto Canadian Club at luncheon last month on "Canada's Troops in the

Field." Mr. Lyon's address was based on his recent experiences as Canadian press correspondent in France. Mr. Lyon has been in great demand as a speaker since his return from the front.

Capt. Donald M. Goudy, formerly on the editorial staff of the Toronto *Evening Telegram*, is again reported wounded. Capt. Goudy, who is a native of Fredonia, N.Y., was granted a commission in the summer of 1915. Shortly after arriving in France he was placed in charge of a trench mortar battery. He was wounded in January last and had only recently returned to France.

In some respects the most notable convert of the Union Government is Harry F. Gadsby, the brilliant writer whom Stratford proudly claims as an old boy. Mr. Gadsby is as ardent an admirer of Sir Wilfrid Laurier as the Dominion possesses. In season and out of season he has supported Sir Wilfrid with his gifted pen, but cannot endorse the Opposition leader's attitude to-day.

Edward J. Guy, publishers' representative, Toronto, has returned from his annual Western trip to get tuned up for a new year's work. He went west to get first hand information regarding crops and general business conditions in the three Prairie provinces. The Western papers represented by Mr. Guy are Winnipeg *Free Press*, Regina *Leader*, Calgary *Herald*, Edmonton *Journal*, and Saskatoon *Phoenix*.

The Ridgeway *Dominion* has been taken over from P. H. Bowyer, ex-M.P.P., by E. R. Bingham. Mr. Bowyer, the retiring editor, is one of the best known men in his section, having been in the newspaper business at Ridgeway since 1880, first with *The Standard*, and for the past 22 years as proprietor of *The Dominion*. Mr. Bingham is an old Simcoe county newspaper man, but for the past 10 years has been in British Columbia.

Willard Hambleton, ex-restaurant cook and ex-private in the Canadian forces, was arrested last month at Windsor, much under the influence of drugs. Letters and papers found among Hambleton's effects supply a fairly complete story of a remarkable record of imposture. They told of the ex-soldier's lecture tour through Manitoba and the other Western provinces. Everywhere, as the "hero" of Vimy, he received much attention from newspapers.

Lieut. Charles C. Martin has been reported seriously wounded. Lieut. Martin was a former member of the staff of the Toronto *Star*. He enlisted as a private in the 25th battery, Kingston, and obtained his commission before he went overseas. He recruited the 3rd Divisional Cyclists and went overseas with this unit. He was given a commission with the artillery of the third division. He was a graduate in Arts of the University of Toronto of the class of 1915.

Official announcement has been made of the promotion to the rank of brigadier-general of L. W. Shannon, commandant of Military District No. 1. The General, who is a former newspaper man, was born in Kingston, and is a former owner and publisher of the Kingston *Daily News*, and the Ottawa *Citizen*. He became city clerk of Kingston in 1900, and there continued until 1906, when he entered the regular militia service and was transferred to London as a staff adjutant.

D. A. Carey, Toronto newspaperman and labor leader, is running for a seat in Toronto. Mr. Carey is on the staff of the Toronto *Telegram*, and a member of the Separate School Board. His labor connection is through the Musicians' Protective Association. He is also President of the Labor Temple Company. Mr. Carey represented the men in the Toronto Railway employees' dispute, and is now on the board dealing with the grievances of the garbage men and street cleaners. He is a Roman Catholic in religion.

R. D. Warren, of Toronto, for many years publisher of the Georgetown *Herald*, and later manager of the Standard Publishing Co., has now assumed the position of publication manager of the *Pioneer*, the press representative of the temperance interests of the Dominion. Mr. Warren was Warden of the County of Halton. He is a member of the Senate and Board of Governors of McMaster University.

Major Baxter, whose marriage took place in St. George's church, Hanover Square, Lon-

don, England, recently, is a former news editor of the Windsor *Record*.

At the Hotel Connaught, Hamilton, the Association of the Canadian Advertisers, Incorporated, numbering in its membership most of the large national advertisers of Canada, held its fourth annual meeting last month. Among the questions discussed were "Circulation Inflation," "Questionable Circulation Getting Methods," "Comparative Costs of Various Mediums," "Advertising as a Means of Reducing Selling Expense," and "Motion Picture Advertising Films." The annual dinner of the Association was well attended by representative publishers, business and advertising men.

The two newspapers of Sarnia, *The Observer*, daily and weekly (Reform), and *The Canadian*, weekly (Conservative), have been merged and are now running as one paper, which will be known as *The Canadian-Observer*. Daily and weekly editions are being published. The owner of *The Observer*, Harry Gorman, retires from newspaper work. The officers of the company are: President, Leslie Macdams, now of *The Canadian*; vice-president and managing director, Andrew D. McKenzie, recently business manager of the St. Thomas *Times*; secretary-treasurer, Wm. Lowery, late of the *Petrolca Topic*. The new owners took possession on October 15. Messrs. McKenzie and Lowery will be the active heads of the new paper, which will be conducted upon independent lines. Several prominent citizens of Sarnia are among the stockholders.

Items of news in connection with the MacLean Publishing Company, Toronto, are: F. J. Boland, of *The Financial Post*, has resigned; G. B. McMahon has been appointed assistant manager of the group of technical papers; B. W. Spicer, of the magazines staff, has taken unto himself a wife; William Powell—Six Point Bill—business manager of PRINTER AND PUBLISHER, was in Chicago, Ohio and elsewhere last month; physical exercises are performed daily by the entire staff between 3 and 4 o'clock under the direction of a professional physical culturist, the idea being that personal efficiency will be increased by the exercise and that the fag of the closing hours of the day will be dispelled; Colonel Maclean, H. T. Hunter, vice-president, and Gordon Rutledge, editor and manager of *Men's Wear Review*, attended the Chicago Convention of the Associated Business Press, at which Mr. Hunter gave an excellent address on "Canada and the War"; the MacLean Club, for public speaking has been reorganized for the winter season, G. B. Newton, manager of the group of technical papers, being president; *MacLean's Magazine* printed 55,000 copies of its November issue; and *Farmer's Magazine*, 30,000 copies of its October issue; G. B. Davis, manager of *Hardware and Metal*, attended the annual convention of National Hardware Association at Atlantic City; Miss Ethel M. Chapman has rejoined the editorial staff of *MacLean's* and *Farmer's Magazines*, after spending some months in the service of the Ontario Government in connection with Women's Institute work.

QUEBEC

Cecil Lane, late city editor of the Montreal *Daily Mail*, is now on the copy desk of the *Gazette*.

Dr. William James Scott, son of Rev. Dr. E. Scott, editor of the *Presbyterian Record*, is dead, at Montreal.

R. L. Werry, late news editor of the Montreal *Daily Mail*, is in Ontario on a special advertising mission for the *Municipal Journal*.

Kennedy Crone, managing editor of the *Weekly Witness*, resigned that post to become secretary to the War Loan Committee of the Province of Quebec.

Lord Northcliffe, on his visit to Montreal, appointed Roy Carmichael, financial editor of the *Herald*, Montreal correspondent of the London *Daily Mail*.

John Rogers, of Montreal *Herald*, a class B man who had previously tried to enlist in the Irish Rangers without success, was the second man from Montreal to report for service under the Military Service Act.

W. H. Ingersoll, marketing manager of Robert H. Ingersoll and Bros., New York, and Mr. Frank Stockdale, the merchandising ex-

pert, were present at a luncheon of the Montreal Publicity Association last month.

The secretary of the Montreal Trades and Labor Council, Gus Franq, having been censured by his Local 145, Jacques Cartier Typographical Union for taking a stand in favor of conscription, has in consequence resigned his secretaryship, and publishes his reasons for so doing in the *Labor World—Le Monde Ouvrier*, which is the official bilingual mouthpiece of Montreal's organized workers.

The Montreal Publicity Association was addressed by J. M. McKim, of the well-known advertising agency, who outlined the steps being taken by the different members of the association to ensure that every man, woman and child in the Island of Montreal should understand the importance of the Victory loan. Mr. McKim outlined the educative campaign then being carried out through the newspapers.

Joseph Barnard, editor of *L'Evenement*, and Unionist candidate in Quebec county, in opposition to Mayor Lavigne of this city, the Liberal nominee, was threatened with hanging at Ancienne Lorette last month, when an attempt was made to hold a "contradictory meeting." Mayor Lavigne was given a warm reception, but when Mr. Barnard advanced to speak he was hooted so loudly that he could not make himself heard. Snowballs and other missiles were thrown at him, and a section of the crowd, shouting they would hang him, produced a rope and charged the platform. After a great deal of excitement the crowd was pacified a little, but when Mr. Barnard was walking toward his automobile to return to the city, he was surrounded and struck several times, but was not seriously hurt.

MARITIME PROVINCES

Printing and book binding business in Halifax continues good.

Percy Clancey, of the Imperial Publishing Co., is on the Military Exemption Board.

Moirs Ltd., Halifax, have added a Miller self-feed attachment in their press room.

The compositors and pressmen of Halifax are about to ask for an increase in wages.

J. T. Sheriff, vice-president of E. B. Eddy Co., Hull, is spending a few weeks in Halifax.

W. H. Havill, father of Mr. Havill, of the Printers' Supply Co., Halifax, died on October 13.

Andrew W. Robb has been elected secretary-treasurer of the Halifax Herald Publishing Co., Ltd.

Mr. Robb, of the Halifax *Herald*, was in Ottawa last month, attending the Convention of the Y.M.C.A.

A. M. Belding, editor of the St. John *Times*, has been elected president of the St. John Public Playgrounds Association.

Printers and binders in Halifax are both busy, not so much on account of extra work, but on account of shortage of help.

Percy Clancey, of the Imperial Publishing Co., has been appointed a member of the Military Service Commission Board.

George Thorne, editor of North Sydney *Herald*, spent a few days in Charlottetown, attending the Exhibition held there.

The contest conducted for the Chatham *World* by John S. Scott, added 700 to its weekly and 309 to its semi-weekly subscribers.

H. S. Paisley, of the Sydney *Record*, was in Sackville, N.B., recently attending a meeting of the Regents of Mount Allison University.

Chas. S. P. Robbins, vice-president of the Yarmouth Times Co. (Ltd.), died last month. No announcement as to his successor has yet been made.

Mr. Theakston, of the mechanical department of the Halifax *Herald*, has returned from a business trip to Montreal, New York and other cities.

The Chatham *World* reports that only six subscribers stopped its weekly issue or refused to renew because of the increase of price from \$1 to \$1.50.

The *Acadian Recorder*, Halifax, is one of the few dailies in Canada running 9 columns to the page. The overall-page dimensions of this newspaper are 23 in. by 29 in.

Frederick Yorston, managing director and editor of the Montreal *Standard*, was in Pictou

last month, being called there by the serious illness of his father, James Yorston.

J. B. Dibb, foreman of the bindery, Royal Print & Litho Co., was seriously injured while out shooting moose in Halifax county. He has been in hospital for some time, but is now progressing.

The Chatham Town Council has notified the *Commercial* and the *World* that it will discontinue, Dec. 31st, supplying water for their motors, and the publishers will have to instal gasoline engines or electric motors.

Rev. Dr. J. H. MacDonald, who has been in service overseas for the last two years, has resigned his post as editor of the *Maritime Baptist*, a weekly published in St. John. Rev. R. J. Colpitts, who has been acting editor, succeeds him.

Advertisers in the St. John newspapers gave generously of their space for the use of the Victory Loan campaign, and both in their individual spaces and in amalgamations for larger displays, added materially to the success of the campaign.

Lord Northcliffe, the distinguished British journalist, was forced to cancel his arrangements to visit St. John and address the Canadian Club before returning to England, but held out hopes that he might be able to do so on his next visit to America.

J. L. Stewart, ex-M.P.P., editor of the *Chatham World*, refused nomination for Parliament as a Conservative candidate, and persuaded the convention to merge itself with win-the-war Liberals and nominated W. S. Loggin, who crossed the floor last session and voted for the Military Service bill.

Prof. Chisholm, a member of the St. Francis Xavier College teaching staff, Antigonish, the past three years, is now an officer in one of the many regiments recruited in the United States for overseas service. He has rank of lieutenant. At present he is at one of the training camps in Massachusetts.

Lieut. G. Earle Logan, who acted as court reporter for the *St. John Globe* and the *Standard*, while building up a law practice, until he entered military service, is reported as having died of wounds in France. He was a member of the N.B. headquarters staff, but resigned to get overseas and reverted from rank of captain to that of lieutenant in order to get to France.

Among the newspaper correspondents who are accompanying Premier Borden on his tour are Messrs. H. T. P. Chisholm, Ottawa correspondent of the *Winnipeg Free Press*, and the *Toronto Star*. W. E. Playfair, of the *Montreal Star*, Geo. MacDonald, of the *Canadian Press*, Grattan O'Leary, of the *Ottawa Journal*, and Mr. Blacklock, Ottawa correspondent of the *Montreal Gazette*.

Parnell B. McCafferty, editor of the *New Freeman*, St. John, is conducting an effective publicity campaign for the New Brunswick Power Company, to overcome adverse sentiment developed by their predecessors. Through display and reader advertisements the public is taken into the confidence of the company with resulting increase in co-operation and more marked cordiality in relations between company and consumer.

Lieut. J. Edgar March, city editor of the *St. John Standard* until he joined the 26th N.B. battalion at the time of its organization, has returned to St. John. He will be assigned to instruction work. Lieut. March was wounded twice while at the front. Before leaving England, Lieut. March met two other former members of the *Standard* staff invalided from France—Lieut. Alex. Thorne, now of the 23rd reserve, and Lieut. Willard McGinley, in charge of a company of the N.B. base depot.

The organization of the Union Government followed by the announcement of a general election, with its effect in producing a new alignment of the newspapers, shows results along this line in the Maritime Provinces in at least as spectacular a manner as in any other part of the Dominion. To find such stalwart rivals as the *Halifax Herald* and the *Halifax Chronicle* fighting shoulder to shoulder and to find all four of the St. John dailies agreed on a national policy is something so new as to be rather bewildering. All

the dailies in the Maritime Provinces are supporting Union Government except the *Halifax Recorder* and the *Moncton Transcript*. In order to give the Laurier Liberals in St. John a better showing during the campaign a page of the *Moncton Transcript* was devoted to St. John political news and a special edition rushed to the city.

NEWFOUNDLAND.

Editor W. B. Temple, of the *Twillingate Sun*, spent the middle of November hunting caribou along the Red Indian Lake.

Thos. Battcock, foreman of the *Western Star* staff, spent a few days stalking caribou in the vicinity of Deer Lake during the first part of November.

A. L. Barrett, manager of *Western Star*, of Curling, cruised along north-west coast a few days in November, securing material in the way of scenery for his Christmas publication.

The *Trail of the Caribou* is the title of a new magazine at present in the press. Four thousand copies are being printed. It deals principally with the movements and experiences of the Newfoundland regiment.

The *Bell Island Miner* has reappeared after a suspension of over three months, after the death of its managing editor, W. J. English, in July. Miss B. B. English is the new business manager of the *Miner*, and M. A. Dunn is the foreman-manager.

The *Twillingate Sun* has purchased a linotype machine, which it hopes to have installed by the New Year. The *Illuminator*, of the Northern Metropolis, is Newfoundland's first country weekly paper to invest in a slug machine.

An increase in price will take place this year in some of Newfoundland's Christmas publications. One of the first to give announcement to that effect are the publishers of *Christmas Bells*. Gray & Goodland, of St. John's, announce an increase of 50% in the price of the *Bells*.

General

John Adams Thayer, well known magazine publisher, has become executive secretary of the Periodical Publishers' Association, with headquarters in New York.

The Rolland Paper Co., Montreal, sent out a neat folder to all their customers and friends advising them to buy Victory Bonds. The folder was printed on a sample of their own manufacture.

Lord Northcliffe has been created a Viscount, and his brother, Baron Rothermere, has been made Minister of the Air Service of Great Britain. Like his brother, Baron Rothermere is a newspaper owner, one of his papers being the *London Daily Mirror*.

In the British House of Commons last month Richard Outhwaite asked, regarding the activities of Lord Northcliffe in Canada, which has led Henri Bourassa to describe him as a brigand, whether the Prime Minister would state on what grounds the practice of non-intervention in affairs of a self-governing Dominion has been departed from.

Bonar Law, replying, said: "I do not know what the member means by intervention. Lord Northcliffe visited Canada on the express invitation of the Canadian Premier. I know the visit was most useful and appreciated by the Dominion Government."

A page advertisement urging Americans of foreign birth to buy Liberty Bonds was published in 442 American newspapers by the members of the American Association of Foreign Language Newspapers, Inc., with the approval and endorsement of the Liberty Loan Committee.

R. A. Wilson, son of Col. Wilson, of Seaford, who has been connected with the *New York Evening Sun* for some years as reporter and political writer, has been appointed on the editorial staff of that paper and has entered upon his new studies.

Representatives of leading French newspapers visited the Canadian training centres. Captain Joly de Lotbiniere was in charge of the party, which sent a message of thanks

to the Canadian Government through Sir George Perley before entraining.

Lord Northcliffe was awarded the degree of LL.D. by the University of Rochester on October 2. Lord Northcliffe and Louis Wiley, business manager of the *New York Times*, were speakers at the dedication of the new Rochester Chamber of Commerce Building.

No newspapers were published in Rome one day last month, except one which employs non-union labor, owing to the strike of printers, who demand higher wages in view of the excessive cost of living. The publishers refused the demands until December 1, when the price of newspapers was raised to two cents.

Joseph M. Stephenson, business manager of the *South Bend (Ind.) News-Times*, was recently granted exemption from service in the draft army, on the ground that "the operation of a newspaper is just as essential for the winning of the war as fighting in the trenches, and that he could not be spared from his newspaper duties."

The United States Ambassador in London, Walter Hines Page, celebrated his sixty-second birthday recently. Mr. Page is a member of the well-known publishing firm of Doubleday, Page & Co. He has edited several American periodicals, including the *Forum* and the *Atlantic Monthly*, and has written several books.

A decree proclaims all newspaper advertisements to be the property of the state, and provides that only Governmental or soldiers' and workmen's publications have the right to publish advertisements, under penalty of suppression. Only the Socialist papers are permitted to appear, and they propose a general suspension as a protest.

David Pinski, editor of the *New York Kaempfer*, and one of the greatest Jewish authors, poets, novelists and dramatists, was in Toronto on an extended visit under the auspices of the Poale Zionists of Toronto. Before an overcrowded gathering of his supporters and admirers, he read several selections from his finest dramas, such as "David and Micah" and "David and Sheba."

The Austrian Government has forbidden the bringing of Swiss newspapers into Austria, even including those published in the German language, and is preventing the sending to foreign countries of Austrian papers, except those published in Vienna under the strict control of the military authorities. Through the Swiss papers the Austro-Hungarian public has been getting much news that its own editors could not print.

The libel actions brought recently by Premier Lloyd George against the Exchange Telegraph Company, the *Westminster Gazette* and the *Daily News* for publishing the statement that he left London when an air raid warning was given, have been withdrawn, the terms being an apology for the publication and payment of a certain sum, the amount of which is not mentioned, to indemnify the Premier for his costs in the action.

S. S. McClure, editor of the *New York Evening Mail*, who accepted an invitation to lecture at the University of North Carolina on "Chances of Peace," did not fill the engagement. President E. K. Graham, of the University, announced that the university lecture committee had cancelled the lecture after attention had been directed by Governor Bickett to protests from citizens based on Mr. McClure's alleged hostility to Great Britain.

Germany is mobilizing her cartoonists and artists. In a long, confidential circular to the editors of the papers of neutral countries, the Government says that the Allies having a "vulgar" habit of publishing bitter cartoons depicting "alleged murders" by German troops, etc., Germany has decided to counteract the certain influence of this campaign by supplying free to papers cartoons about German victories and depicting how the Kaiser's enemies have been foiled.

An interesting example of American enterprise is the establishment by the *Chicago Tribune* of a printing press and full equipment for turning out for the benefit of the American troops in France a daily edition. One of its features is a phonetic vocabulary of French words, the spelling of which is certainly puzzling to an Englishman. Un is "on," je is "jher," and reservoir is "resowvar."

The London offices of the paper are at 16 Regent Street, London, S.W.1.

Jeremiah O'Leary, President of the American Truth Society, and editor of the *Bull*, a publication recently barred from the mails, has been indicted on the charge of violating the Espionage Act and the postal laws. The indictment of O'Leary is the culmination of a series of episodes in which he has seemingly figured as an opponent of the United States Government, or of the Allies, in the war against Germany. His publication, the *Bull*, a frankly anti-British paper, was refused second-class mailing privileges about a month ago, and subsequently was reported to have suspended publication.

The Boston *Journal*, which began its career in 1833, was issued for the last time on October 6. The plant, good will and everything pertaining to it was purchased by the Boston Herald Company. The *Herald* for a while will appear as the *Herald-Journal*. Frank Munsey purchased the *Journal* from Stephen O'Meara, the present police commissioner of Boston, and after several years sold it in 1915 to Charles Summer Bird and Matthew Hale, who sold in turn to Walton A. Green and associates some time ago. Mr. Green retired from the *Journal* and left it in the hands of Charles Eliot Ware.

Frank A. Munsey has purchased the historic Stewart Building and property in New York, on the northeast corner of Broadway and Chambers street, and will erect upon the site a modern office building in which the New York *Sun* and the *Evening Sun* will have a new home. It will furnish a fitting headquarters for *Munsey's Magazine* and the other publications owned by Mr. Munsey. It is Mr. Munsey's intention to improve the historic site with a monumental structure which will stand favorable comparison with the finest of the city's office buildings. The property is valued at approximately \$4,000,000.

Leon Trotzky, a leader of the Russian revolution has been a journalist for twenty years, starting work in Russia, where he was born and where he established a newspaper in Petrograd fifteen years ago. His paper was suppressed from time to time, and Trotzky came to know the inside of many Russian prisons because of the violence of his attacks against the Czar's government. He is well known in the East Side of New York. He left that city for Petrograd last April, announcing his determination to overthrow Kerensky. Trotzky arrived in New York from Russia on January 15, 1917, and almost immediately became editor of the *Novi Mir*, a Russian revolutionist paper published on the East Side.

The famous old Cleveland *Leader*, after nearly three-quarters of a century of continuous publication in the six-day field, has suspended publication, its subscription lists, news service, franchises, and good-will having been absorbed by the Cleveland *Plain Dealer*, of which Elbert H. Baker is publisher. The Sunday *Leader* and the Cleveland *News* (six-day evening) will continue to be published by the Cleveland Company, of which D. R. Hanna is proprietor. The *Plain Dealer* announced that the retail price of that newspaper, on transient sales, would be increased from one to two cents, effective September 1, this being made imperative by the constantly increasing costs of newspaper production.

The suppressed Paris evening paper, the *Bonnet Rouge*, appears to have succeeded in deceiving the censor during a period of many months by publishing two final editions, one with the suppressions ordered by the censor duly made and another containing the prohibited article or passages. This complete edition, a witness averred before the examining magistrate, was secretly forwarded to the front in great numbers and distributed among the soldiers in the trenches. The witness declared that many of the condemned articles, signed "M. Badin," were written by Duval, one of the directors of the paper, who is under arrest for "intelligence with the enemy"—the man who is accused of having received more than 500,000 francs from the German banker, Marx, of Mannheim, during the year 1916.

The Dead

Sir Mackenzie Bowell is dead in Belleville. John H. Payne, former secretary-treasurer of the R. G. McLean Publishing Company, Toronto, died in that city last month. For over thirty years the late Mr. Payne had been a resident of Toronto. He was born in England 49 years ago.

John A. Jordan, for twenty-five years editor-in-chief of the Quebec *Telegraph*, died last month at the age of 74 years. He had been ill for a long time. In addition to his journalistic duties, Mr. Jordan for the past number of years has been attached to the sessional staff of the Legislative Assembly.

William D. Waller, aged 44, a former employee of the Chatham *Daily News*, is dead. The late Mr. Waller was well known in Chatham as he made his home here for about ten years. He was considered as an expert in his work and the most competent man in the province in making up forms for printing books and other high class work. He learned his trade in Tillsonburg, and from there went to Chicago, working in some of the largest printing plants in that city.

William Pike Osborne, editor-in-chief of the Quebec *Chronicle*, and Clement Henchey, of the *Chronicle* editorial staff, were drowned last month at Lake St. Joseph, where they had gone on a hunting expedition. Mr. Osborne had been engaged for a number of years in journalism in Quebec. At one time he was employed on the Quebec *Telegraph*, but for a considerable number of years had been with the *Chronicle*, and was editor-in-chief during that time. He had a wide and varied experience, which included a number of sessions in the press gallery at the Legislative Buildings. He was also correspondent of the Montreal *Gazette*. In addition to his newspaper friends the late Mr. Osborne was widely known in the City of Quebec and elsewhere, his genial manner making him a general favorite. He was born in the Old Country, and was a graduate of Cambridge University.

"JIMMY" HEWITT—AN APPRECIATION

If it be that the measure of man's popularity and the possession of all the qualities that go to make up the very best of his race is the speedy conferring upon him of the diminutive, then Jimmy Hewitt could be classed amongst the best of the real men who have laid down their lives in the ghastly struggle for the preservation of democracy.

It is not given to the ordinary successful captain of industry or mandarin of commerce, and all the wealth of a multi-millionaire would fail to purchase this affectionate testimony of esteem from his fellow men. And nowhere in Canada was Lieut. Hewitt known by any other name than "Jimmy."

Too small physically to be considered by the staff of an ordinary infantry battalion, he possessed the heart of a giant and the courage of a lion, and, upon the mobilization of the British Columbia Bantams he saw his longed-for opportunity and at once enlisted, later on obtaining a commission by sheer merit. And now this grand little man has made the supreme sacrifice, smilingly, with his boots on, fighting gallantly to the last. And, if he had to go, in this manner would it have pleased him best, for 100 per cent. of Jimmy's make-up was pure courage and grit.

His versatility in sports was wonderful, ranging all the way from a bantam champion to coxwain of an eight-oared shell and the taking up of any form of sport by Jimmy was synonymous to scoring a big success. It is hard to realize that this cheery and supremely optimistic little man will no more be seen in Vancouver, and his great sacrifice will leave thousands of real friends the poorer by his absence, but immediately richer for the honor and privilege of once having known him—a real man.

* * *

"For some we loved, the loveliest and the best
That from his vintage rolling time hath prest,
Have drunk their cup a round or two before,
And one by one crept silently to rest."

—R. P. W., in the Vancouver *Province*.

TORONTO WORLD STAFF CHANGES

WHOLESALE changes have taken place on the staff of the Toronto *World*. There has been a shifting about among the old members of the staff, together with an infusion of considerable new blood.

Dr. H. M. Mosdell has been brought from the managing editorship of the St. John's, Nfld., *Star* to take the position of news editor. Dr. Mosdell was with the *World* some years ago.

C. Langton Clark, for seventeen years telegraph editor of the Toronto *Mail* and later night manager of the Canadian Press, Limited, assumes the position of telegraph editor, replacing Harry Bretz, who has been shifted to the financial editor's desk.

William Logan, formerly city editor of the Toronto *News*, comes on as city editor, while J. Harry Smith, who previously held this position, takes over the editorship of the *Sunday World*. He in turn succeeds George Mitford, who becomes political reporter.

Half a dozen new reporters have been taken on. Three of them are women, bringing their staff of women writers up to seven.

The resignation of C. Langton Clark from the Canadian Press, Limited, left an important vacancy on that staff. It has been filled by Peter Johnson, a well-known Canadian newspaper man, who retired from journalism a few years ago to go in for farming, but who has now taken on the duties of night manager. The position of assistant night manager has been created and H. Gordon, late of the *World*, has been appointed to it.

Book Reviews

REPORT OF THE WORK OF THE MILITARY HOSPITALS COMMISSION. Canada, 1917.

The report consists of 182 pages, so is full. The contents include chapters on Convalescent Hospitals, Sanatoria for Tuberculosis Cases, Blinded Soldiers, Vocational Training, Re-education of Returned Soldiers, Provision for Employment for Discharged Men, and much else of an allied character.

The work of the Commission is so commendable, because so economic and so beneficial that publishers will do well to digest the report for publication.

TYPOGRAPHY THAT TEMPTS TRADE.—By Joe W. Short. Being the third of a series of "How" Brochures issued by the Mortimer Company, printers and lithographers, Ottawa.

Those who receive this practical and attractive brochure will certainly keep it—for its educational value. If the little book were bound in cloth it would be even more welcome, and its importance makes it worthy of a more durable binding. Some day Mr. Short's brief treatise may be made into a library or shelf book.

Books of this character—on typography—while not uncommon are yet rare enough not to be generally possessed by those who can profit by them; and from this point of view the action of the Mortimer Company in producing and disseminating a good, helpful revealing book on typography is greatly to be commended.

A portion of the book is made up of actual specimens of typography and reset work, chiefly the work of the author, Joe W. Short, who is regarded by those competent to judge as being one of Canada's—and, indeed, America's—most cultivated typographers. (In a recent issue of PRINTER AND PUBLISHER numerous examples of Mr. Short's work were shown, together with some account of his career.)

As is to be expected, the brochure, *Typography That Tempts Trade*, is in itself a convincing demonstration of the ability of the Mortimer Company and of Mr. Short in their service to give customers a kind and quality of printed matter that will not only tempt, but win trade for them and for those served by them.

PRINTERDOM

U. T. A. NOTES

Secretary Jos. A. Borden has returned to National Headquarters after a month spent in the far West and Pacific Coast States. Enthusiastic meetings were held in every city visited.

Printers are hard to find, say all the newspapermen of the West. A good many country papers have been publishing some days later than their usual day on account of the shortage of help. Job business is good generally.

The proceedings of the Thirty-first Annual Convention will be given in the December issue of the *Typosetæ Bulletin*. This is the only medium through which they will be printed this year, and the members of the United Typothetæ of America are urged to preserve their copies for future reference.

Cost Accountant F. W. Fillmore, of the United Typothetæ of America, has completed his work in Toronto, where he systematized the cost and general accounting schemes of one of the large printing plants. He also completed a survey of the cost and accounting systems of members at Rochester and Lockport, N.Y., and is now in Nashville, Tenn., on cost work in several plants of the membership.

The demand for cost work is daily increasing and the staff of cost accountants of the United Typothetæ of America is taxed to its utmost capacity in attending to the wants of the members as regards the installation of the Standard Cost Finding System and the supervision of accounting practices in various plants. Cost Accountant F. W. Fillmore, who spent several weeks in Canada, is now in the South.

The Price List Committee of the United Typothetæ of America has under consideration several features to be added to the information in the price list that will prove a valuable adjunct to the book. The demand for copies of the Standard Price List is an indication of the value printers throughout the country place upon it. Those who are not familiar with the book may obtain full particulars by writing to national headquarters, 550 Transportation Building, Chicago.

The work of the accounting staff of the United Typothetæ of America has been complimented on several occasions within the past month. Members who have had these accountants instal the Standard Cost Finding System in their plants, or who have had their accounting schemes altered to meet the fundamentals of the Standard, have all been well pleased with the service rendered. Printers are requested to investigate this service of the national organization. Write the Secretary's office, 550 Transportation Bldg., Chicago, Ill.

The November issue of the *Typosetæ Bulletin* contains several articles of importance to the printing craft. A digest of the war tax law affecting the printing industry is given. A ruling as to the proper clause to be placed on invoices under the Federal Child Labor Act and other items of a legal aspect are presented. This information is so valuable that every printer should have it. Of course, non-members of the organization can only obtain it by writing the National office for a copy of that issue. We understand printers will be supplied with a copy of the *Typosetæ Bulletin* if they will write direct to Headquarters, 550 Transportation Bldg., Chicago.

The Standard Estimating Course for printers, which is being given wide publicity at this time, has attracted the attention of printers throughout the country and up to the present 170 enrolments have been received at National Headquarters for this correspondence course. Several local associations are forming classes for group study. In many of these classes as high as 65 students are taking the course. The Committee on Education of the National organization, under whose supervision this educational work is being carried on, will be able to handle only a limited number of students this year. For this reason those contemplating taking the course are urged to enrol immediately. The course is very thorough and covers the fundamentals of estimating and costs. All lessons are examined and passed

upon at the United Typothetæ of American School of Printing at Indianapolis, and a certificate issued to those proficient in the course.

METAL EDGING

AN advertisement "hanger" of diminutive dimensions has been issued by the Cooper Calendar Metal Company, Toronto, and is appropriately metal bound, top and bottom. This firm states that this specialty—metal edging—is made only by them in Canada.

BUYS A DELPHOS

BRIGDENS, LIMITED, Toronto, have purchased and installed a Delphos automatic-feed cylinder press. The high-grade work, colors and blacks, produced by this concern will give the Delphos a good test, not alone as to its printing, but as to the close register demanded from the automatic feeder. Charles Walker, of Paris, who produces a lot of high-grade printing, operates a Delphos. Stephenson, Blake & Co., Toronto, are the Canadian agents for this machine.

JOHN DICKINSON'S NEW PREMISES

JOHN DICKINSON & Co. have removed from their Bay Street warehouse to 25 Melinda Street. This fine old English concern, makers of some of the world's finest papers, with several large mills in England, have had difficulty in getting stock for their Canadian trade. At present they are getting a few shipments from the old land. In order to look after their Canadian customers they have entered into agreement with some of the best paper mills to supply them with good stock. John Dickinson's papers have long been recognized as the world's standards.

ANOTHER AUTOMATIC FEEDER

THE war and the shortage of labor has brought to the fore automatic machinery for the printing trade. The Whitlock Printing Press Co., of Derby, Conn., are the latest to equip their presses with automatic feeders of

their own make. Manton Bros., Toronto, and Geo. M. Stewart, of Montreal, are agents for the Whitlock. A press room operated by the old hand-feed method will be a rare sight in a year or two, as rare as horse-cars in New York, where one is operated to show the tube riders what they escaped by being born a year or two later.

ROLPH CLARKE STONE

In announcing the amalgamation of Rolph and Clark, Limited, and Stone, Limited, the officers of the company wish to inform their customers that the new organization will be carried on under the name and title of Rolph-Clark-Stone, Limited, with headquarters on Carlaw Avenue.

The consolidated plant is one of the largest, most complete, and perfect in construction and equipment on the continent.

SEYBOLD MACHINERY COMPANY

The Seybold Machinery Company, Dayton, O., have issued a very attractive booklet, the text of which is the story of a trip through the plant of this company, which makes paper cutters, and is said to be the largest concern of its kind in the world. The booklet is a fine job from a printer's standpoint—good stock, typography, printing and treatment. It is richly illustrated and the account of the trip through the plant informing and entertaining. A copy of this booklet will be sent to all applying for it.

LINOTYPE ELZEVR NO. 3

IN CUTTING Elzevir No. 3 the Mergenthaler Linotype Company has placed another notable face in the hands of linotype users. The advance proof shows 8, 10, and 11 point Roman with its italic and small caps, and announces that the series will be completed from 6 to 18 point, inclusive. Elzevir is recognized as one of the best old style faces for book, magazine, catalogue, and general work, and the Linotype cutting is a faithful reproduction of the original. This new linotype face furnishes another impressive illustration of the versatility of the linotype, and again emphasizes the fact that with the all-slug system of composition it is easily possible to meet every demand of modern typography.

LABOR -SAVING EQUIPMENT AND SUPPLIES

PRINTER AND PUBLISHER'S February issue will feature labor-saving equipment. The inroads of war and the scarcity of labor in the printing industry make it imperative for steel and iron men to take the place of those of flesh and blood.

The Victory Loan oversubscribed from the figure set of \$150,000,000 to over \$400,000,000; the returns from the Canadian farms averaging \$3,000 each for the 714,000 farms; the renewal of European munition contracts; the large orders from the United States, spell big business and prosperity for the Canadian Printer and Publisher.

Webster defined *economy* as a judicious expenditure of money.

A *judicious* expenditure for the manufacturer of printers' and binders' machinery and supplies is to reserve space in the

February Issue of
PRINTER & PUBLISHER

LOCK-UP TRUCK

A NEW production recently added to the Hamilton line is their No. S-5229 Lock-up Truck. This truck is a great time saver for the stoneman as it brings the necessary materials within his easy reach and makes it unnecessary for frequent journeyings about the room to find furniture, quoins, benzine can, brayer, etc., all of which are provided for in this truck. While the truck has only recently been placed on the market it is already being used successfully in some large offices where it has proven to be a great time saver and convenience.

PRINTING SATIN BADGES

AN Order of the British Paper Committee prohibiting the printing of pictures to be enclosed in cigarette packets has created a fresh Irish grievance. The printing on satin of these pictures was formerly a German monopoly, but since the outbreak of the war an enterprising firm in Dublin seized the opportunity to embark on this business. There are strong protests against the action of the Commission, and appeals are being made to the Chief Secretary and the President of the Board of Trade to prevent the extinction of a new Irish industry.

PRINTING WAR REVENUE STAMPS

THE demand for war revenue stamps by the American Government is so great that it is practically impossible for the Bureau of Engraving and Printing at Washington to handle all the work connected with the issue; therefore it was decided to contract for some of the largest issues with private concerns. To the Niagara Lithographing Co., of Buffalo, was awarded a contract for producing a vast number of these stamps. The Niagara Company, which uses the Huebner-Bleistein machines, made up sheets containing 1,600 stamps each, and ran these presses from seven o'clock till one o'clock in the morning—a total of eighteen hours per day.

MILLER-SAW PROGRESS

THE Miller Saw-Trimmer Company of Pittsburgh, manufacturers of time and money-saving saw-trimmers and platen press feeders for printers, announce the appointment of six additional men to their sales organization. These men have their headquarters at Atlanta, Ga.; Dallas, Texas; Boston, Mass.; Troy, N.Y.; Los Angeles, Cal.; St. Louis, Mo.

The wonderful progress of the Miller Saw-Trimmer Company has necessitated a wider sales organization and the growth of their business promises even greater increase in the future.

The modern printer is fast awakening to the great losses in both the composing and press departments of his business and is rapidly installing labor-saving machinery.

\$250,000 ORDER FOR JAPAN

THE Toronto Type Foundry shipped to a Japanese customer nearly a quarter of a million dollars worth of machinery for a new paper mill in Japan. The Type Foundry employ over 200 hands in their factory in East Toronto. A new line manufactured by this concern, the first in Canada, is an automatic feeder for cylinder presses and folding machines. Still another line is a folding machine, also the first made in Canada. The Cleveland folder rights have been secured for the world, other than the United States.

The Toronto Type are now engaged upon a large addition to their large warerooms on York Street. The old Wellington hotel property at the corner of York and Wellington Streets was purchased, and on its former site the addition will run from the present warehouse to the corner, 110 feet on York and around on the Wellington Street side 90 feet.

ZENT TABULAR SYSTEM

ALL classes and kinds of tabular matter can be set on the slug machines, with allowance for the insertion of continuous "type-high"

column rules, and without scoring or cutting the slugs, at least one-half faster than any method now in use. Such is the claim of the Tabuline Company, Troy, N.Y., makers of the Zent Tabular System for Linotypes.

With the use of the vertical slug, as employed with this system of tabular composition, many recasts are possible, especially in financial statements and time table work where the recasts run as high as 50% of the matter to be set.

In the use of this system, it is claimed, the possibility of typographical errors is reduced to a minimum on account of the operator having no alignment or spacing to watch and, therefore, able to devote his entire mind and sight to the copy.

In correcting, or revising, or changing of standing matter, a slug of figures, or other characters, can be set and changed, without even necessitating untieing the matter, a great deal quicker than single-piece type matter can be placed on a galley, untied, the corrections made and re-tied.

Printing offices doing much tabular work should investigate this system.

HAMILTON SCALE

THE Hamilton agreement expires Dec. 31st, 1917, and the rates mentioned in it are as follows:—

Job Printers' Scale.

Jan. 1, 1913, to Dec. 31, 1913.....	\$18.00
" 1, 1914, " 31, 1914.....	18.00
" 1, 1915, " 31, 1915.....	18.50
" 1, 1916, " 31, 1916.....	19.00
" 1, 1917, " 31, 1917.....	19.50

Per week of 48 hours. Overtime up to 10 p.m., price and a half; from 10 p.m. to 7 a.m., double time. Sunday and holidays double time. No piece work in book or job rooms allowed.

Operators on Type-setting or Type-casting Machines.

Jan. 1, 1913, to Dec. 31, 1913.....	\$20.50
" 1, 1914, " 31, 1914.....	21.00
" 1, 1915, " 31, 1915.....	22.00
" 1, 1916, " 31, 1916.....	22.50
" 1, 1917, " 31, 1917.....	23.00

Pressmen.

1913	\$18.00
1914	18.00
1915	18.50
1916	19.00
1917	19.50

Feeders.

1913	\$11.00
1914	11.00
1915	12.00
1916	12.00
1917	12.50

MONOTYPE SPECIMEN BOOK

THE September issue of new specimen sheets of the Monotype Company consists of about 80 new pages and includes new title pages for the Border and Ornaments and Continuous Strip Rule Sections of their big, loose-leaf Specimen Book.

The border pages have been rearranged in an attractive manner, and show existing borders and ornaments as well as many new designs. New pages for these sections are being prepared and will be issued very shortly.

The rule section shows 99 specimens of popular rule faces and 150 corner pieces to match. This total shows a 120 per cent. increase over the number shown in the specimen pages issued in December, 1916. This gives enough variety for most any demand, and new designs are being added constantly.

The small photographic reproductions herewith show the general title page of this Specimen Book, together with the two new title pages which have been produced entirely with Monotype material, and printed under ordinary commercial conditions. These pages are good examples of what may be accomplished with material cast in the Monotype composing room without having to resort to hand-drawn borders and other decorative material.

The three title pages are composed entirely in the Monotype No. 38 series, with the exception of the words "The Monotype" shown

on the main title. These words have been enlarged by photography. The border on the Monotype Rule and Corner Piece title page is made up with two point, quarter point face rule and borders in the four corners. The Border and Ornament title page is composed entirely in Monotype border. They are all attractively printed in colors.

PRINTING, PUBLISHING AND PAPER

NEWSPAPER and job printing offices at Halifax were active, but manufacturers of boxes and cartons were handicapped by a lack of skilled help. Newspaper printers at St. John were busy, but job printing was somewhat slack; a shortage of help was reported in paper box factories. Other points in the Maritime Provinces reported printing offices busy, and at Newcastle and Fredericton there was a demand for men. Fair conditions obtained in this group at Montreal, and active conditions were reported at Quebec and Sherbrooke. Toronto reported all branches of the printing and publishing group steadily engaged, and at Hamilton newspaper and job offices were fairly busy and other branches of the publishing group were active. Ottawa reported newspaper and job printing well maintained, and at Brockville, Kingston, Belleville, Peterborough and Galt, active conditions obtained. Kitchener reported newspaper offices fairly active and job printers busy. Paper box factories were working full time. Woodstock reported a demand for linotype operators and job hands. Newspaper and job printing offices at London were active, and paper box companies were working overtime. At St. Thomas newspaper printers were well employed, and job printers were fairly busy. Windsor reported newspaper and job office busy, and increased business in paper box factories. The printing and publishing trade at Winnipeg was active and fair conditions were reported at Brandon. Regina reported activity, and there was some demand for help at Prince Albert. Fair conditions existed at Saskatoon. Medicine Hat reported newspaper offices fairly active, and job printing and binding showed some improvement over the previous month. Lethbridge and Calgary reported activity. At Edmonton, newspaper offices continued busy, but job printing establishments were only fairly well engaged. Vancouver reported that newspaper printing, while not so great in volume owing to one daily having gone out of business, continued active, and other branches of the printing group were fairly well employed. Job printing trades at Victoria were quiet, but work on newspapers was fair.—*Dominion Labor Gazette* for November.

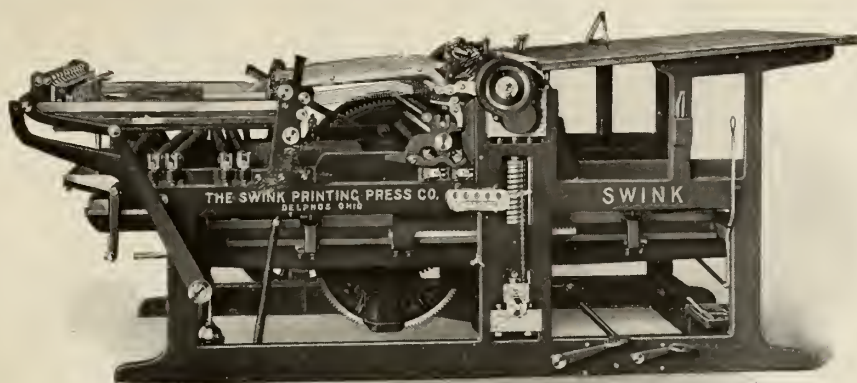
PUBLICATIONS RECEIVED

The Journal of the War Trade Board is the title of a new publication issued by the War Trade Board, Washington. It is designed for exporters, importers and shippers.

The A.B.C. of the Globe and Its Circle of Influence is the title of a booklet issued by the Toronto Globe. The text matter of the book appears under such headings as: A Booming Country, A Buying Centre, Automobile Buying in Canada, etc. The publication abounds in statistical and factful material; and is a frank and satisfying presentation of the *Globe's* reasons for having business.

An article by Frank Carrel, proprietor of the *Quebec Telegraph*, on Quebec's new colonization land, has been reprinted from his paper in booklet form, with the title *Are You Doing Business in Abitibi?* Mr. Carrel is a traveler by inclination, a political writer and a trained observer, and the account of his journey to Abitibi is graphic and valuable. One object of the *Quebec Telegraph* in giving publicity to Quebec's new colonization land is to advertise Quebec province to advertisers.

The *Collingwood Bulletin* and the *Collingwood Enterprise* developed pages of advertising in which local merchants and manufacturers encouraged the purchase by citizens of Victory War Loan bonds.



FOR SALE

This high-grade, Two-Revolution Swink Press at a big saving. Fitted with the latest sheet delivery and finger fly. Size of sheet 25x38, speed 2500. Handles the best class of work; has the only positive delivery. Nearly new, and guaranteed.

Stephenson, Blake & Company

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C. H. CREIGHTON,
Manager

Right opposite
New Union Station



Reliable Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

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LIMITED**

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Publishers' Supplies
Know Your Line

If it is Advertised in

Printer and Publisher

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO LONDON WINDSOR

WILSON ENGRAVING COMPANY

TO THE TRADE

Engravers and Printers, Embossers, Etc.

197 Princess Street,

Winnipeg

*Society Work
A Specialty*

MACLEAN'S

for DECEMBER

MACLEAN'S MAGAZINE GETS BETTER ALL THE TIME

Snipers and Sniping—*by a Sniper*

A SNIPER is back in Canada—a star sniper, who has 34 marks on his rifle, every mark meaning a German life. Most of us know absolutely nothing of the work of the sniper, but the story—a remarkable one—is told in the Christmas (December) MACLEAN'S by the champion sniper of the Canadian Expeditionary Forces. This man was buried by a shell-explosion, was dug out by two comrades, and has lived to tell his wonderful story, in MACLEAN'S. It's worth 15c to get this story alone.

"Politics From Within"

—*Leacock, of Course*

TRUST Leacock to see a chance for his witty and humorous pen. He deals with the humorous phases of electioneering in Canada in his usual vein.

Why Laurier sent Troops to South Africa

THIS contribution, by Col. John Bayne Maclean, goes backward many years—to the time of the South African War in 1899-1900. That was when Canada first took up arms for the Empire. Politics, of a high order, was back of the decision to send Canadian troops to the Antipodes. It is "inside" history.

Oppenheim—Allenson— McBeth—Mumford

A LONG instalment of Oppenheim's absorbing story, The Pawns Count, is given in the December MACLEAN'S. A short story, by A. C. Allenson is seasonable. Madge Macbeth contributes a complete novelette, The Man Who Wasn't. And Ethel Watts Mumford, teller of delightful tales, delicately told, gives us the first of a series of short stories—Love and the Locksmith.

The Usual Popular Departments

THE Business Outlook. The Nation's Business, Women and Their Work, and the Review of Reviews—all are present in strong way in the December MACLEAN'S.

At All News-Stands
15c.

Gadsby's Story of the Union Government

GADSBY is saturated with Ottawa knowledge—much of it of the inside variety. He pokes about, talks with big men; and big men, and lesser ones, talk with Gadsby. Useful sort of man, is Gadsby. What he hears and learns he writes about for MACLEAN'S; and in this story of his about the new Union Government, he reveals the undercurrents on the movement that developed into negotiations, and which finally resulted in a Union Government. Gadsby adds interesting biographical information to his brilliant study.

Robt. W. Service is back again

BACK in MACLEAN'S, that is—in body, he is still in Flanders—where the fighting grows uglier all the time. Service has taken time to write verse for MACLEAN'S. You know well the virility of his style, and the gripping, human character of his verse. It is about life and men in the trenches he writes—about our boys far from us. It is worth something to see our boys as Service sees them. Read "The Shape at the Wheel" in the December MACLEAN'S.

Arthur Stringer writes a Beautiful Christmas Poem

STRINGER is a wonderful man—wonderfully versatile, wonderfully human. He is a master of the short-story and of the detective and mystery type of story; and he can climb the heights of literary endeavor, as he has in this passing sweet poem—Christmas Bells in War-time. Your heart is tender these times of horrible slaughter and of heroic achievement, and you'll be grateful to Stringer for putting beautifully your innermost thoughts and feelings.

Ben Franklin said:

"Make no expense but to do
good to others or yourself—
waste nothing."

Thrift Forbids Waste

32 printers of Canada have done as Benjamin Franklin would have done under similar circumstances, substituted one Osterlind press for several platens.

And several of the 32 have bought their second Osterlind—a couple the third of these speedy job presses.

In last month's ad. we gave a concrete case where one printer ran 10,000 two-on letter heads in three hours.

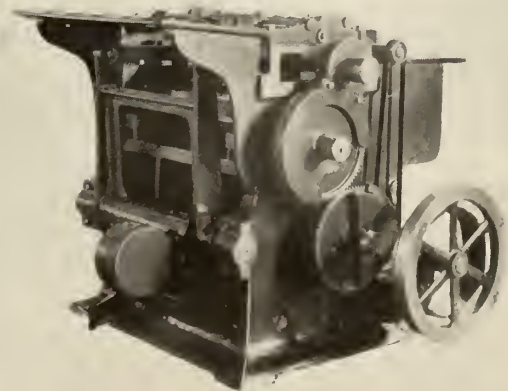
Printed singly on a No. 2 platen these would have taken about 20 hours—two working days and a half.

Printed on a No. 3 platen, two-on, this job would have taken a day and a half—perhaps more.

Mr. Printer, you who operate platen presses—you who are wasting money—you are not practising *thrift* as Benjamin Franklin did.

It is so easy to buy an Osterlind—very reasonable terms—why waste two dollars out of three operating slow platens?

Miller & Richard, 7
Jordan St., Toronto,
also at Winnipeg
are sole Canadian
sales agents of the
Osterlind.



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Largest Dealer in the Empire.

20 Maud Street, Toronto

ROLLERS We give prompt delivery, lowest prices and complete satisfaction.

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

ENVELOPES

Manufactured in all sizes, pined or plain.

Write us regarding your requirements.

The

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Office and Factory 144 Queen St., N.
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Branch Sales Offices: Toronto and Montreal

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You won't be bothered with it, if you use Hoyt's Hard Monotype Metal.

HOYT METAL COMPANY

Eastern Ave. and Lewis Street, Toronto.
LONDON NEW YORK ST. LOUIS
Largest manufacturers of mixed metals in the world.

BALERS, WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front Street W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER
Albemarle Paper Co., Richmond, Va.
Beveridge Paper Co., Montreal.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER.
Nickerson Bros., 99-101 Worship St., London, E.C., England.

BOOKBINDERS' MACHINERY
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

BOOKBINDERS' SUPPLIES
Beveridge Paper Co., Montreal.
Brown Bros., Simcoe and Pearl Sts., Toronto.

BOOKBINDERS' WIRE
The Steel Co., of Canada, Hamilton.

COLLECTION AGENCIES
Canadian Mercantile Agency, 46 Elgin St., Ottawa.
Publishers' Protective Association, Goodyear Bldg., 154 Simcoe St., Toronto.

COUNTING MACHINES
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER
J. L. Morrison Co., 445 King St. West, Toronto.

CUTTING MACHINES
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Seybold Machine Co., Dayton, Ohio.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPE AND STEREOTYPING
Rapid Electrotpe Co. of Canada, 229 Richmond St. W., Toronto.
Toronto Electrotpe & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. West, Toronto.

ENVELOPE MANUFACTURERS
National Paper Goods Co., Ltd., 144 Queen St. N., Hamilton, Ont.

FEATURES FOR NEWSPAPERS
International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS
Beveridge Paper Co., Montreal.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

HAND PRINTING PRESSES
Golding Mfg. Co., Franklin, Mass.

INKS.
Reliance Ink Co., Winnipeg, Man.

JOB PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.
Megill, Ed., 60 Duane St., New York City.

JOB PRESS GAUGES
Golding Mfg. Co., Franklin, Mass.

LIMOGES CHINA PREMIUMS
The Limoges China Co., Sebring, Ohio.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Rev. Robert Dick Estate, 137 W. Tupper St., Buffalo, N.Y.

Wing. Chauncey, Greenfield, Mass.
METAL FOR TYPESETTING MACHINES
Canada Metal Co., Fraser Ave., Toronto.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

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Turn over to us your past due subscription accounts—let us turn them into cash for you.

"CLEANED UP LIST WELL."

Read what the Strathroy Age says of our service:—

Strathroy, Ont., Sept. 28, 1917.
The Canadian Mercantile Agency,
Ottawa, Canada.

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We received your letter enclosing cheque in settlement of subscription accounts placed in your hands for collection. The results of your efforts, to say the least, has been very satisfactory to us, and therefore very pleasing. We fully appreciate your work and will have no hesitation in putting in a good word for you with fellow-publishers. You certainly cleaned up the big list well, and we will have some more business for you to work on shortly.

Respectfully,

EVANS BROS.

We can do as well for you. Try us out with a list. It will pay you.

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RESULTS

Write for blank forms to list your accounts, if you have none on hand. Do it now and have your money made for you.

REFERENCES: The Bank of Ottawa and nearly 200 satisfied Canadian publishers for whom we have been collecting for the last seven years.

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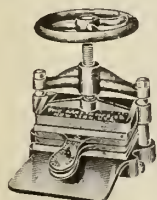
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MAKING OUTFITS**

Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buys complete outfit.

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McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Building, Toronto.
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Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.
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PHOTO ENGRAVERS

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Ault & Wiborg Co. of Canada, Ltd., Toronto, Ont.
Canada Printing Ink Co., 15 Duncan St., Toronto.
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Reliance Ink Co., Winnipeg, Man.
Sinclair & Valentine, 223 Richmond St. W., Toronto.

PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

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a Word

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APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

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"A POCKET COMPANION FOR LINOTYPE OPERATORS." Price \$1. Address S. SANDISON, 318 West Fifty-second Street, New York City.

LEARN THE LINOTYPE - WRITE FOR particulars. Canadian Linotype, 35 Lombard Street, Toronto.

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HOE WEB PRESS, IN FIRST-CLASS CONDITION. Guaranteed. Price and full particulars on application. Terms arranged. Big bargain description: With complete stereotyping equipment, including casting box No. 73359; tail cutter, trimmer, inside trimmer, moulding machine, steam table with two dryers, 5 h.-p. motor No. 172561, Canadian General Electric, driving moulding machine; 22 form chases, 1 complete set of rollers, controller for press, Cutler & Hammer, 40 h.-p.; Westinghouse D.C. motor, 40 h.-p.; one extra armature for motor; No. 6 Babcock Optimus press with 5 h.-p., 220-volt C.G.E. induction motor and T-1H controller. Bed of press 47 x 31 1/2. Press is in good condition. Terms arranged. Price, complete with motor, purchaser to move, \$1,600.00. No. 4 (two-decker) Mergenthaler Linotype machine (American), with 2 magazines, 2 liners, 2 ejector blades, etc. Terms arranged. Price (purchaser to move), \$1,500.00. Fuller automatic feeder for Pony Miehle, purchaser to move. Price \$250.00. The Sun Publishing Company, 137 Pender Street West, Vancouver, B.C. (p12p)

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FOR SALE - ONE OF THE BEST PAYING country weekly papers in Saskatchewan, in good, live town. Will sell with reasonable cash payment down, balance can be arranged. Box 574, Printer and Publisher. p11p

FOR SALE - WEEKLY COUNTRY NEWSPAPER and job office in live town in Ontario, with good advertising patronage and growing subscription list. Apply Box 577, Printer and Publisher. (12)

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EMBOSSEING PRESS FOR SALE, LITTLE Giant with motor attached; capacity of die 2 1/2 x 4; perfect condition. Geo. H. Popham, Limited, Ottawa, Ont. p12

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ESTIMATOR AND COST CLERK WITH executive ability wants position; 4 years in job and looseleaf plants; at present engaged; 22 years of age; ineligible for military. References. Box 573, Printer and Publisher. p10p

ALL-ROUND PRINTER, FOURTEEN years' experience, desires position. Competent to take charge of typographical and mechanical end of weekly newspaper and job business. Sober and industrious; married. Address Box 568, Printer and Publisher, Toronto. (10)

LINOTYPE OPERATOR - FAIR SPEED, clean proofs, can take care of machine, steady and reliable, wants position. Now employed, but free about Dec. 15. French and English; executive and business ability; cost and estimates; age 32; best references; will start at \$20. Address Louis Ally, 2879 St. Lawrence St., Montreal. (p12p)

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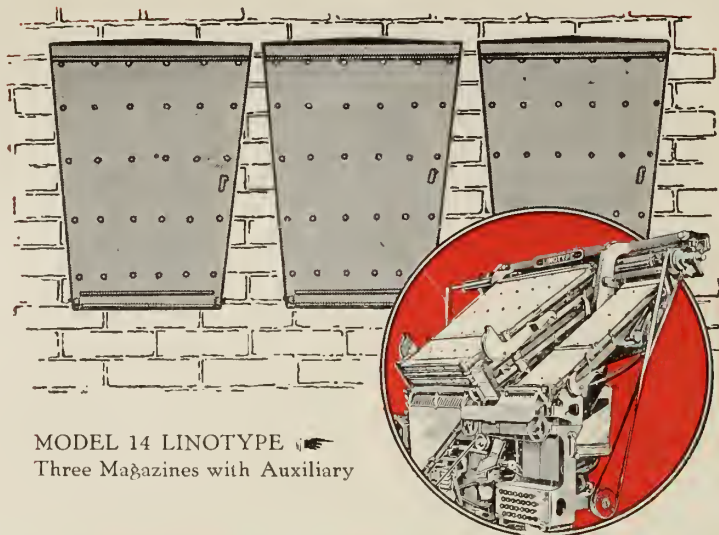
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Since then he has changed to Multiple-Magazine Linotypes. He now finds that his machinist averages three changes a week to every four machines.

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